

Wisconsin architect

april / 1967

**awards issue**

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OF  
ARCHITECTS

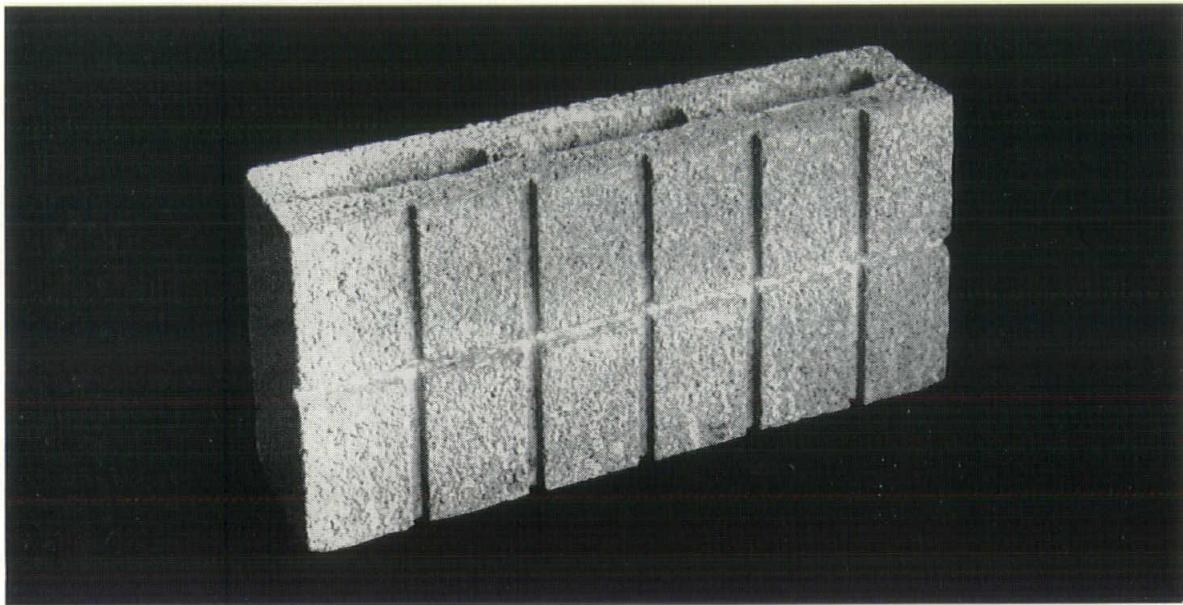
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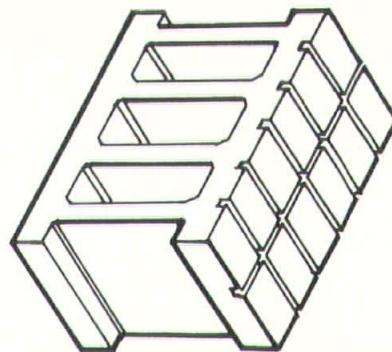


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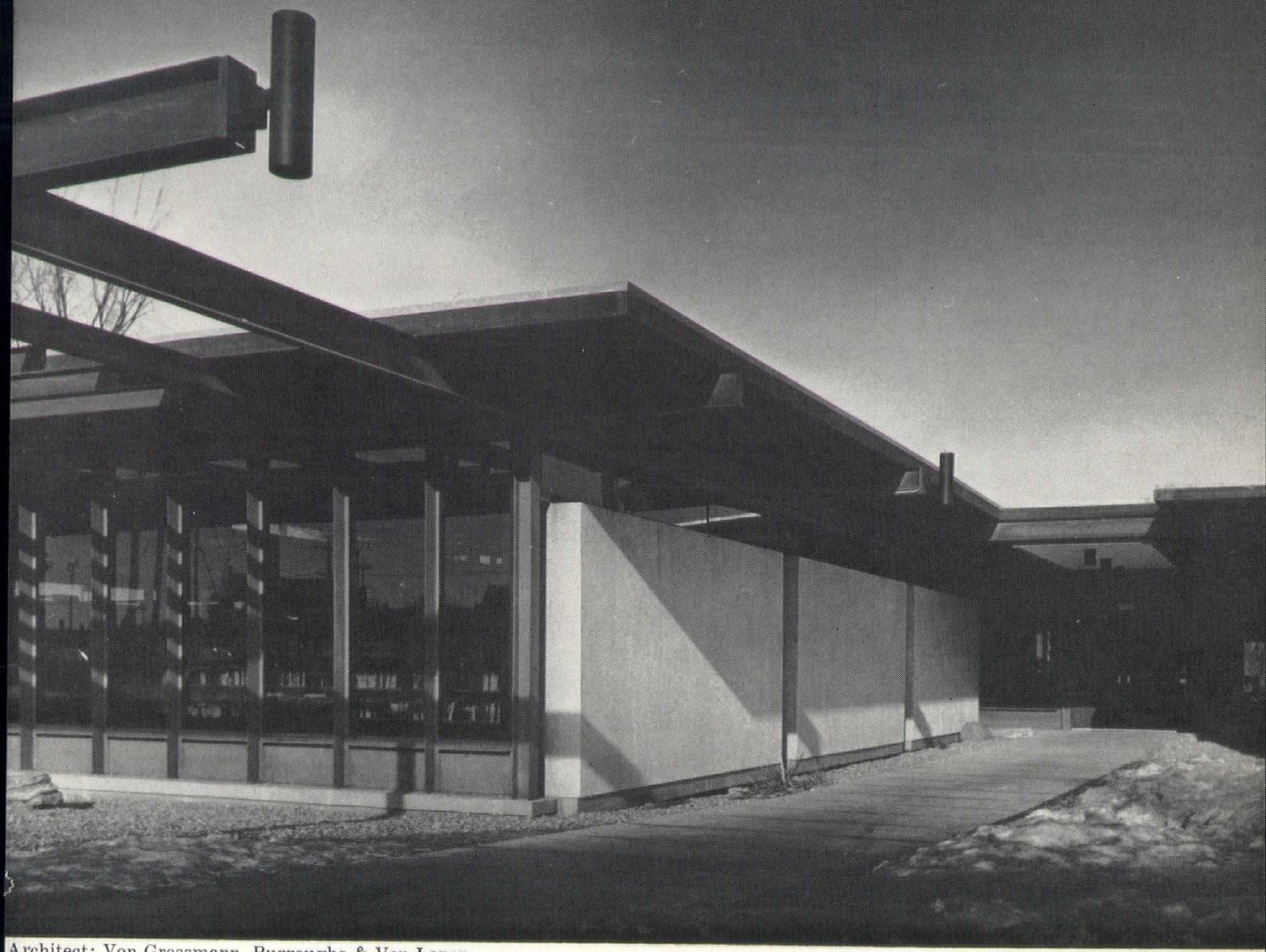
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# wisconsin architect



Volume 38, No. 4

april/1967

**Wisconsin Architect is the official publication of the Wisconsin Chapter of the American Institute of Architects, published by the Wisconsin Architect, Inc.**

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Subscription Rate: \$5 per year. Individual copy 50c.

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## notes of the month

**FROM: Wisconsin Chapter A.I.A. Insurance Trust & Committee**  
**Robert Potter**  
**Julius Sandstedt**  
**Thomas H. Flad, Chairman**

*With the concurrence of the State Executive Board at their February 10, 1967, meeting, your Insurance Committee announces with regret, to all Chapter A.I.A. Health and Medical Insurance policyholders, that effective May 31, 1967, your policies will terminate. We are making this announcement at this time so as to give all policyholders lead time to make other arrangements for their Health and Medical Insurance protection.*

*After the May 31 date we will terminate the Insurance Trust and transfer any remaining funds to one or more of the accounts of the State Chapter.*



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Members of the Honor Awards Program Committee, jurors and members of the Executive Committee, Wisconsin Chapter, A.I.A., at a dinner party on Thursday, February 2, 1967, in Madison. L. to R.: Ronald Bowen, Frederick Wegener, Gunnar Birkerts, Gerald Germanson, President Jacoby, Paul Graven and George Anselevicius.

## editorial

Each year the Wisconsin Chapter, A.I.A., sponsors its own equivalent of the Oscars and Emmies of the performing arts world that generate such widespread public interest.

They are the Honor and Merit Awards conceived to bring before the public the variety and scope and value of architectural services to our community and fellowmen.

Each year a jury of prominent critics and practitioners choose from the entries the best buildings or related groups of buildings forming a single project, for one or more Honor Awards, signifying distinguished accomplishment in architecture or projects warranting Awards of Merit.

Each year it can be observed that the local press throughout the State treats coverage of the winners and winning buildings rather lightly, or not at all.

Considering the daily press a service to the public, it certainly is a mystery why architecture should be so insistently neglected by the mass communications media. Assuming that the improvement of our environment and its necessary companion, architecture, is one of the most urgent needs we face, one should think that the daily press would be interested to report on projects and activities of the men who can provide the remedy to our lamentable environmental situation, if for no other purpose than to put the problem into focus to the public as well as the people who have the training to bring it about.

I remember rather vividly the pioneering step of one daily newspaper in the State, when it created a weekly full page four color coverage devoted to the art activities in the State. This was done well before the "culture explosion" and certainly proved beneficial to the general public, the artists and the cultural climate in the State, a foresight heartily to be commended.

Why is it not possible or feasible to initiate coverage on environment and architecture in a similar fashion, considering its ever increasing importance in our future lives? Why is the singularly important role the daily newspapers ought to play in this area not exercised?

Whatever the development may be, one step could be taken immediately and it would prove to be good journalism, namely to give credit where it is due and to identify published buildings as to their originator.

One case comes to mind immediately. A few weeks ago, a most enjoyable picture story was published about a competition amongst children to describe their impressions of their new library. The story was interesting, the children's observations amazingly astute and perceptive as to the influence of the architecture on them, and yet the architect, creator of this building, was not even mentioned, nor was the fact that this building, the Forest Home Branch Library by Von Grossmann, Burroughs and Van Lanen had just received a coveted Honor Award citing it for its excellence of solution. This fact can only be ascribed to inertia, incomplete reporting or lack of cultural understanding or . . . mysterious circumstance? Certainly it could not be petty jealousies between competing newspapers for exclusive coverage!

Whatever may be the cause for this regrettable situation it would be a good thing to give credit where it is due. Besides, if we consider the fact that architecture has to accomplish the building of a city the size of Chicago each year for the next 40 years, it seems reasonable to assume that architecture is big news and will only become more so in the future.

*Ello Brink*

# Random observations by the jurors

Principal in the firm of Gunnar Birkerts and Associates, Birmingham, Michigan. Mr. Birkerts has received several design awards and his work has been recently featured in "Architectural Record" and "Architectural Forum." He is Associate Professor of Architecture at the University of Michigan, Ann Arbor. He was born in Latvia and was educated in Germany at Technische Hochschule, Stuttgart.



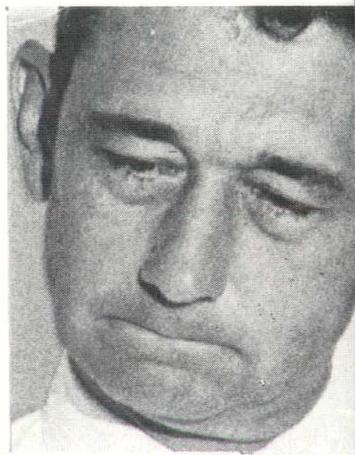
## Gunnar Birkerts



*"In many instances, the negative comments we made may not be the architect's responsibility. It may have been caused by an inflexible client. If comments are read by clients, they will recognize them. We know, as architects, that not always can you achieve certain things because of the client."*

Design partner in the Chicago office of Skidmore, Owings & Merrill. His recent work includes the Brunswick Building and the 100-story John Hancock Building, both in Chicago. Mr. Graham was born in Lacumbre, Colombia, and was educated at the University of Pennsylvania. He is currently a member of the Board of Governors of the Metropolitan Housing and Planning Council of Chicago, and he is a Fellow in The American Institute of Architects.

## Bruce Graham

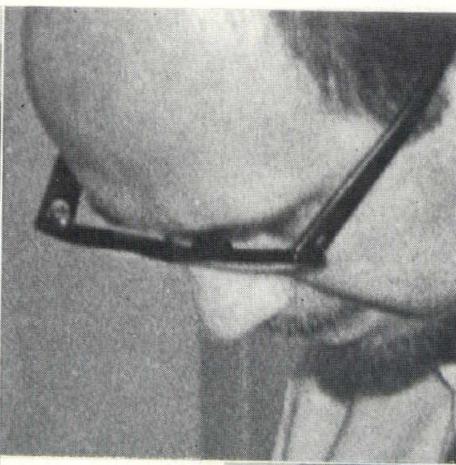
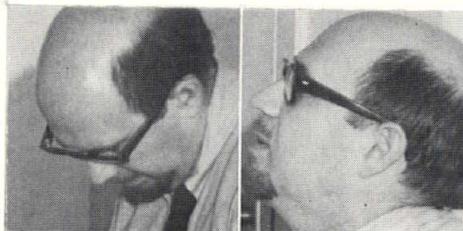


*"The Honor Awards have a quality of space, which all other solutions lacked. This is of the essence of Architecture and a comment to all other submissions. . . . The area that was lacking significant submissions was housing, either individual or multi-dwelling housing. It seems the entries don't recognize that housing is one of the priorities of American society. . . ."*



Professor of Architecture and Chairman of Professional Curriculum at Washington University in St. Louis, Missouri, and partner in the firm of Schnebli, Anselevicius and Montgomery, Architects of St. Louis. The firm recently won the National Competition for Washington University Law School and Social Science Addition. Professor Anselevicius was educated in England at the Leeds School of Architecture. In 1964 he was visiting professor, School of Architecture, Ahmedabad, India.

*"The general quality, as in all competitions, was varied. . . . We were slightly unhappy that the buildings for the university did not come up to the kind of standards a university should stand for. . . . General attempts at interiors are very often only the consequence of certain formulas rather than the generators of form. . . . Interior spaces are the reason that a building is built, therefore interiors ought to be of primary consideration . . . very*



## George Anselevicius



*often interiors are second in consideration after the exterior has been completed. . . . The problem of churches is a problem of our society and time, we recognize the difficulty of coming to grips with such forms and symbols. . . . It is worth for architects to find out why the problem of mass housing which covers most of our countryside cannot be tactful."*

# AWARDS

## Honor award

### Forest Home Branch Library

**Architects:**

*Von Grossmann, Burroughs & Van Lanen, Milwaukee*

**Owner:**

*Board of Trustees, Milwaukee Public Library*

**General Contractor:**

*D. G. Beyer, Inc., Milwaukee*

**Steel Fabricator:**

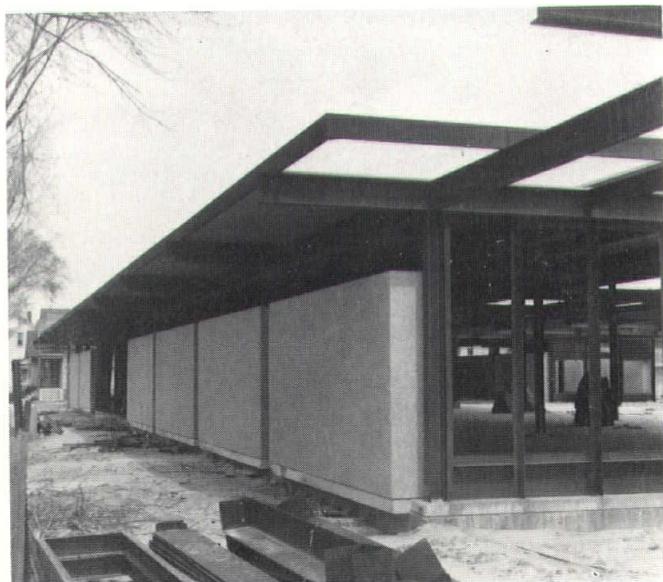
*Worden-Allen, Milwaukee*

**Photos:**

*Reimar Frank, Architect*



*L. to R. Robert J. van Lanen; Kenneth L. Lamers, Designer; Charles W. Burroughs.*

**Program**

Provide a library facility to serve 60,000 persons in all age groups.

Conform to established operational standards serviced and controlled by the central City Library, such as standard 3'-0" shelving units and central book repair.

Create an architectural expression that will appealingly advertise the library function in order to draw-in the casual passers-by.

Provide on-site parking for 30-40 cars.

Provide a community meeting room to serve library film and lecture series and local group functions; capacity 100 persons.

Provide an efficient, easily controlled plan arrangement of standardized branch library spaces.

**Design objectives and solutions**

Since light is the primary supporting element to the reading function, create an environment of light sources, artificial and natural.

Create a sense of shelter rather than enclosure by employing many natural light sources.

Design with plane, texture and line rather than dramatic form; and create sensitive proportions and relationships with a minimum number of materials.

Considering the textural and colorful quality of books, create a neutral color scheme.

To satisfy the Owner's desire for "sales appeal," create first a gentle contrast to the commercial neighborhood with a setback and landscaping; secondly, provide a domestic sort of warmth through lower ceiling heights and warm colors.

Use weathering steel to provide warm color, light sections, and linear quality; the organic nature of its finishing process is poetic and has vitality.

Use low key textured precast concrete panels and plaster to provide plane surfaces.

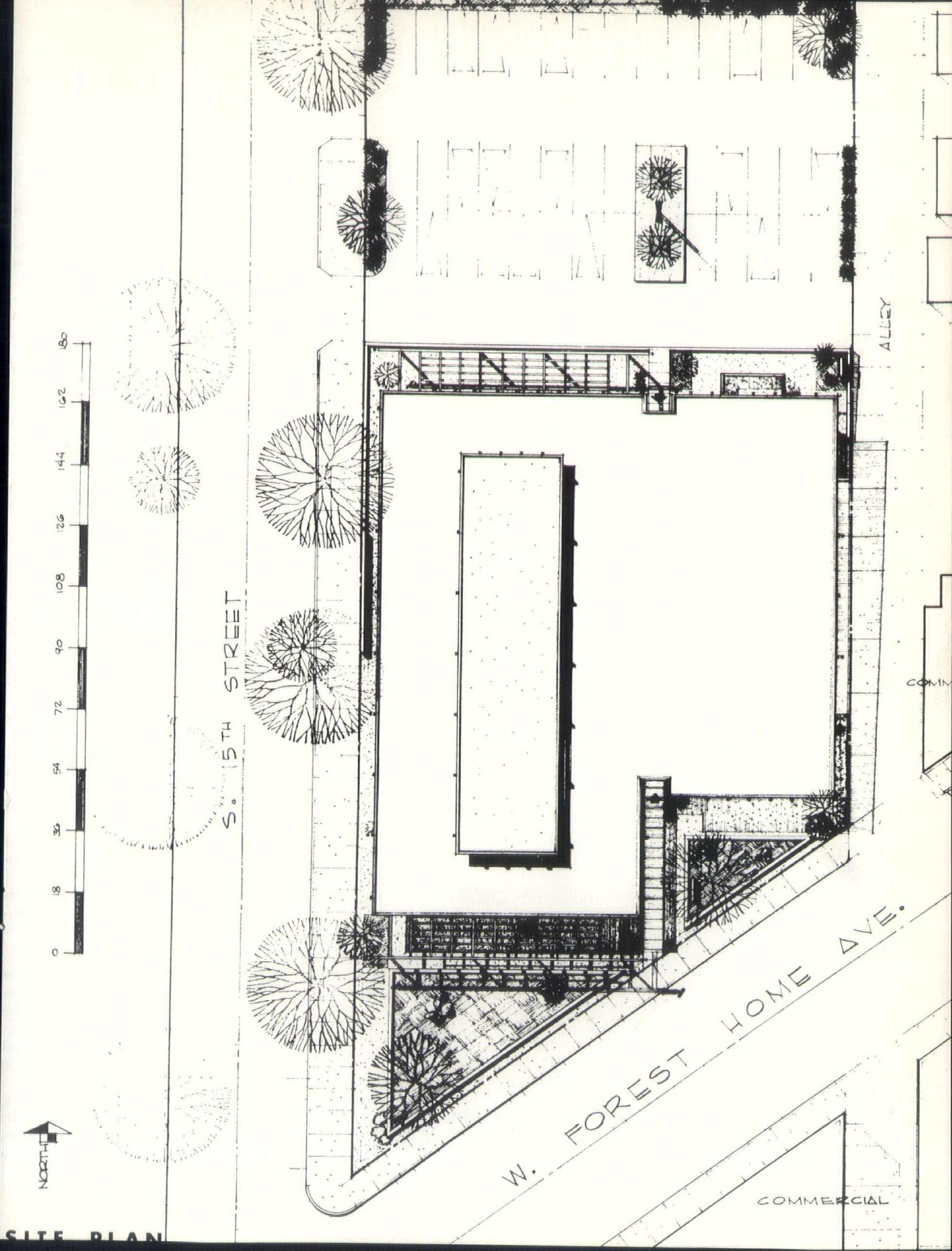
Use natural wood to provide the essential quality of warmth to complement the normally considered coldness of steel, glass and concrete.

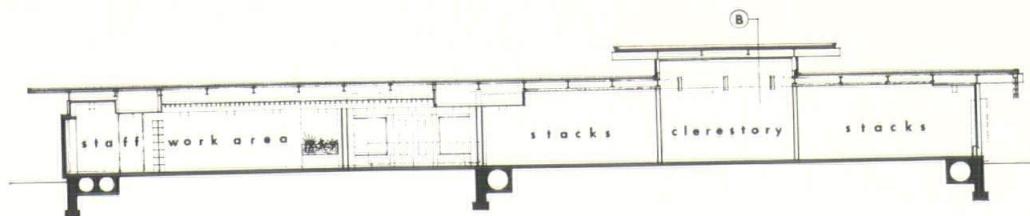
Provide details which give each component individual importance; subordinate and vital to the whole solution.

**Jury comments**

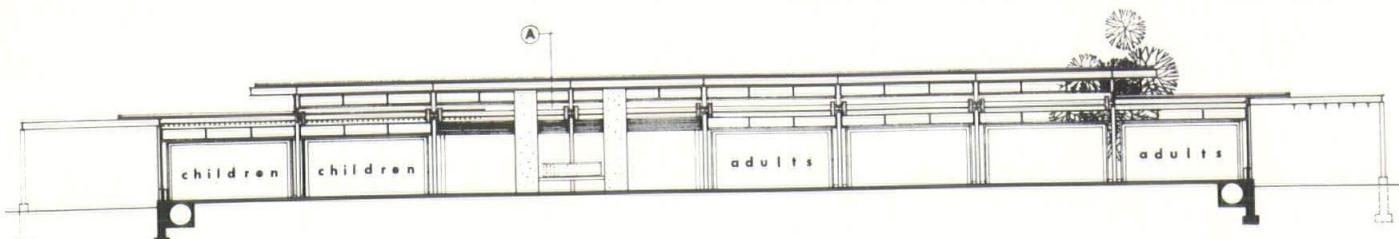
This small branch library is an alive and creative solution to small scale public architecture. This problem is very similar to many other problems around the country which have not been resolved as imaginatively.

There is a very good detailing on this project and some nice spaces have been created. The building is a totality in a sense that exterior and interior mesh—fully. This building demonstrates a great deal of competence in technology. There is unity throughout the building. The interior and exterior relate to each other, and the consistency in detail implies that it had a strong hand in control of it.



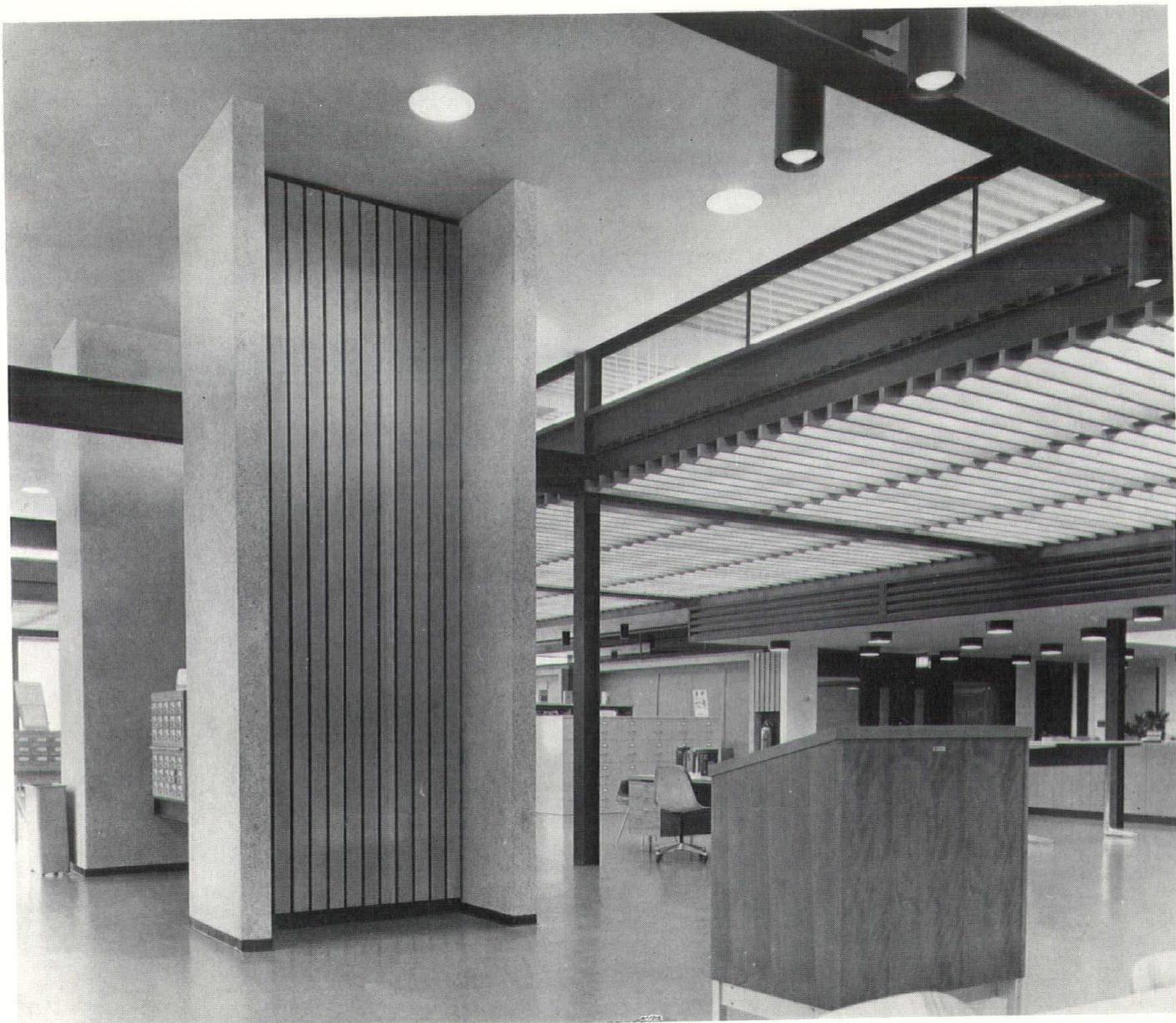


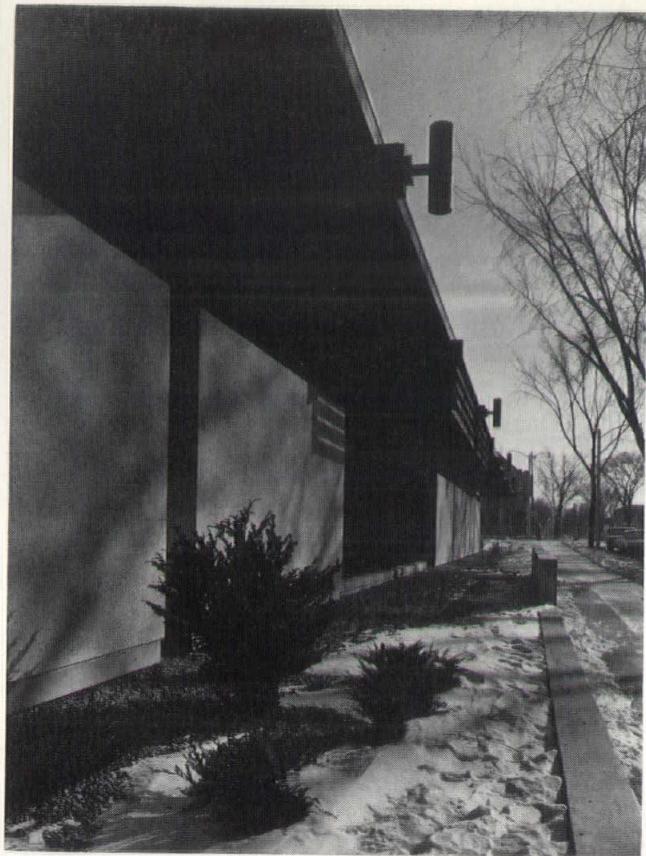
SECTION 'A' LOOKING SOUTH



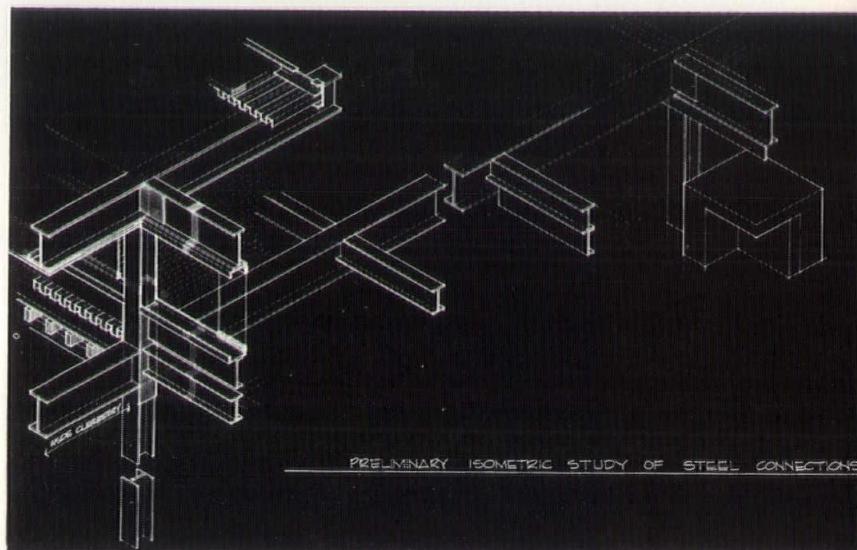
SECTION 'B' LOOKING EAST

Honor award: Forest Home Branch Library

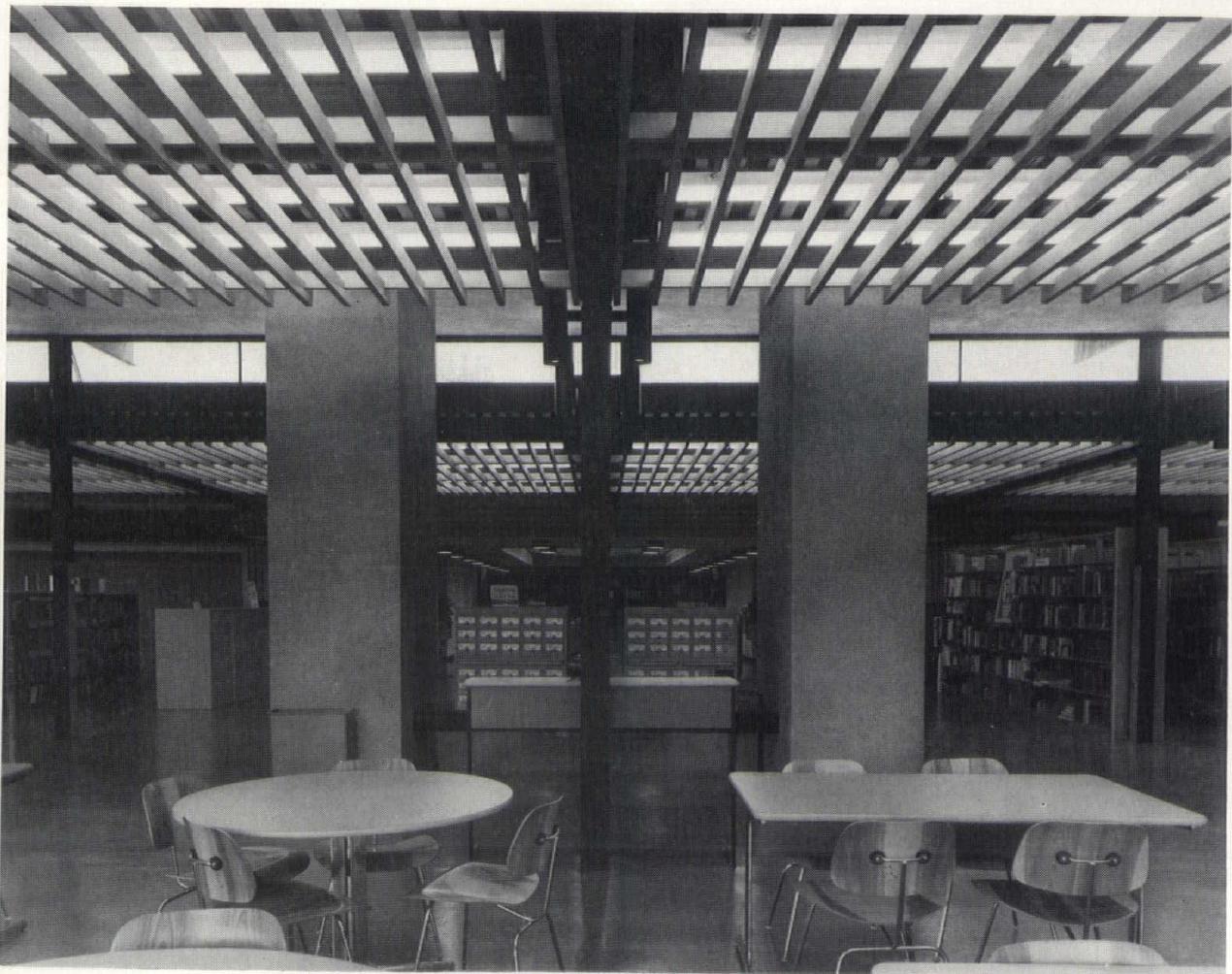




*Forest Home Branch Library*



PRELIMINARY ISOMETRIC STUDY OF STEEL CONNECTIONS



# Honor award

## Lad Lake

*A small residential treatment center for emotionally disturbed boys*

### Architects:

*Maynard W. Meyer and Associates, Milwaukee*

### Owner:

*Lad Lake, Inc., Dousman*

### General Contractor:

*Math Starck and Sons, Inc., Hales Corners*

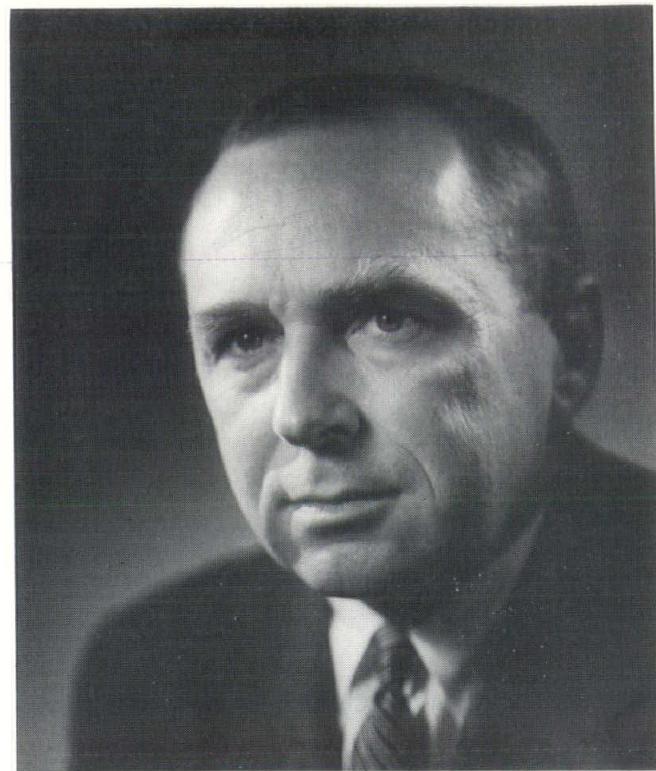
### Consultants:

*Heating and Plumbing:*

*Ring & DuChateau*

*Electrical Engineer: Herziger-Lutz*

*Kitchen Planning: S. J. Casper & Sons*



*Maynard W. Meyer*

### Program:

The new facilities were to provide adequate gymnasium and classroom spaces not then present at the site and replace an old farm home built in 1909 used as a dormitory and old administration school building built in 1917 which was also inadequate and worn out. The site was to be a portion of a 366 acre farm, on the north shore of a small private lake entirely on the farm property. Because several of the existing school buildings were to remain and be a part of the program, the original campus area was retained for the new buildings. The school, operated by a private non-profit corporation, has been in existence for 64 years, is licensed by the State and is non-sectarian. The very limited funds available for new construction had to be raised through private subscription and therefore building costs had to be at a minimum. Broken windows and defaced walls seemed to be the biggest maintenance headache. For therapeutic reasons, a major request was that the building or buildings, not have an "institutional" look.

### Design solution:

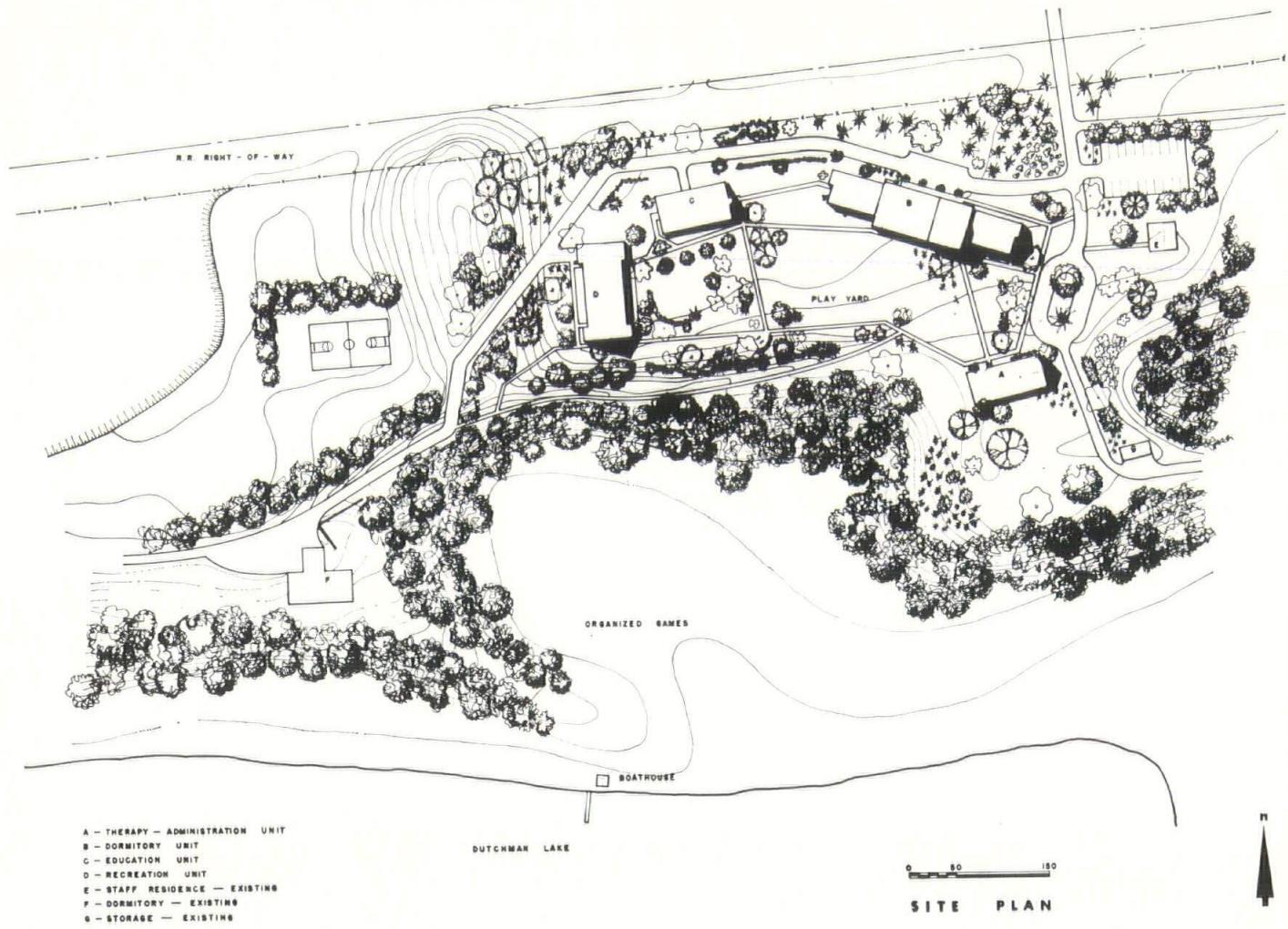
Other than to attempt to meet the stringent budget limitations, the first objective was to provide an architecture that would be liveable, comfortable, and on a scale compatible with the boys' understanding. This led to the concept of utilizing separate, smallish buildings of a residential character and capable of being built by a residential contractor of typical wood-frame construction. The dormitory spaces had to be set up for groups of no more than 8 boys with sleeping space

for an additional 2 staff members. Each group of 8 had its own dining, living and playroom facilities, and there could be no inter-communication between units. The architect's first thought was to have 3 separate buildings, but the cost of duplicating kitchen equipment and staff members would not allow this. The solution had to be one of a single kitchen and 3 separated units. A pinwheel type design with central kitchen did not appear to be the answer as one unit would always be "in the back." The solution arrived at gives the desired residential look, allows all boys' rooms to look to the south in a similar exposure thereby achieving equality and therapeutically good. Double-hung windows were used as those cheapest to repair and reglaze. The buildings were placed in an informal relationship around the level "campus" area for informal play, while the playing fields were developed between the bluff and the lake in a natural "sun-trap" amphitheatre.

### Jury comments

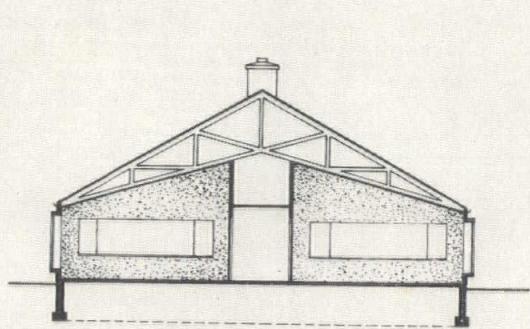
This is a disarming and simple design, appropriate and fitting to its demands. This has a simple and almost innocent quality and does not create any artificial excitement. It really is a quiet building and it is appropriate for its purpose, a building for disturbed children. In its calmness it has force. The structures themselves are complimented by a very good site plan. The Architects have created an almost accidental quality, maintaining the rigid requirements of the program. It resolved the difficult problems very casually.



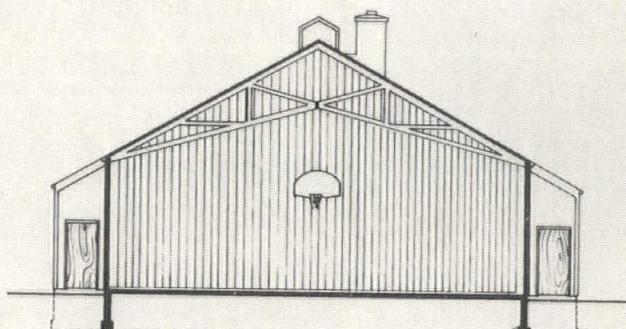


Honor award: *Lad Lake*

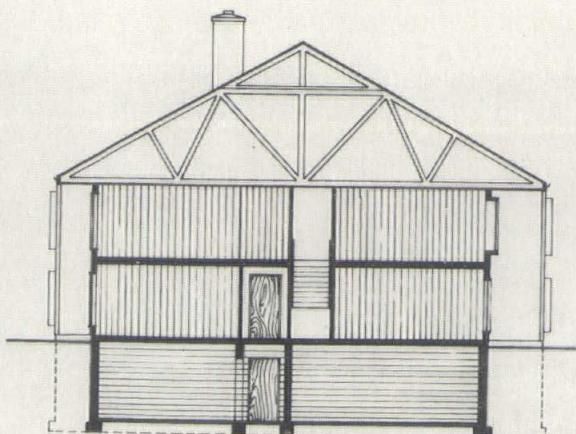




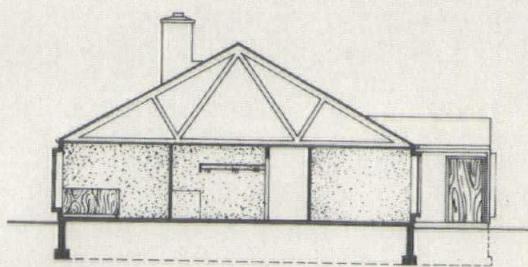
EDUCATION UNIT



RECREATION UNIT



DORMITORY UNIT



THERAPY - ADMINISTRATION UNIT

TYPICAL SECTIONS

0 5 10 15 20

# Honor award

## Inland Steel Products Company

Calumet Road Plant, Milwaukee

### Architects:

William P. Wenzler-Architect and Associates, Inc.,  
Brookfield

### Owner:

Inland Steel Products Company, Milwaukee

### Associate:

The Engineers Collaborative, Ltd., Chicago

### General Contractor:

Jos. P. Jansen Co., Milwaukee

### Photos:

Robert A. Dorn, Cilento Studios



L. to R.: James S. McClintock, David F. Brandt, Michael P. Johnson and William P. Wenzler.

The facts and details of the architectural relationship to the function and to the user of this building were recorded in a five page "close-up" feature in the October 1966 WISCONSIN ARCHITECT (page 16) along with notation of the two awards this building had received at that time: The Architectural Award of Excellence in a national competition sponsored by the American Institute of Steel Construction and the First Award in the Industrial Building Beautification Competition sponsored by the Metropolitan Milwaukee Association of Commerce. The Inland Steel Products Company Factory Building again received one of the three Honor Awards of this year's Wisconsin Chapter, A.I.A. Honor Awards Program. We decided, in order to avoid duplication, to vary from the established format on reporting on the winners of this year's program, attempting to step "behind the scene" of an architectural design and to find out how this design came to be. . . . The story began with a phone call from Vice-President of Inland Steel Products Company, Mr. Joseph White, to architect William P. Wenzler.

In this conversation Mr. White explained that he knew three major facts about the architect that led to his phone call. The first was a realization that the architect had never designed with structural steel. The second was that he knew the architect had never been commissioned to do an industrial building. The third was that Mr. White had a rather complete knowledge of the architect's past projects. Weighing these three factors, Mr. White felt that William Wenzler would give him a design with the freshness of approach and freedom of solution he was looking for.

Mr. White further explained the background of the project up to that time. Inland Steel Products Company had been the successful bidder in the California School Competition, known as the SCSD (School Construction Systems Development). In this competition, receiving the award meant they had to develop the system submitted and produce the component parts for

22 California schools over a 2-year period. This entire time table put extreme pressure on all aspects of the building program which of course had to be completed before the product could be produced.

Mr. White then explained that the schedule that had been developed, using the Critical Path Analysis, called for the start of construction within three weeks. Inland had been working with an engineering firm based in Chicago that helped them in the development of the products for the competition. The engineering firm had the entire architectural contract and had engaged a Chicago architectural firm to develop those aspects of the project.

After repeated submissions, Mr. White felt that the firm did not grasp the significance of the building and instructed the engineering people to terminate the contract with the Chicago Architect — and this led him to contact Wenzler.

The basic building size and column spacing had already been determined and were accepted by Wenzler as a fixed part of the architectural program. The two weeks which followed were spent in developing an understanding of the functional need. After this two-week period, Wenzler submitted a design to Mr. White which, along with all of the previous ones, was also rejected.

Mr. White then proceeded at great length to explain that the system developed by Inland to be produced in the plant would require a very close working relationship between the architect who would use the system and any future client. The building had to reflect the flexibility that the system inherently offered the architect, and at the same time the creativity that can result from its use. It dared not be just another industrial building. He felt that the factory design submitted by Wenzler, as well as all previous ones, failed to reflect this aspect of the product.

With three days remaining between this rejection and the scheduled and announced groundbreaking cere-

mony, Wenzler groped frantically for a new direction and inspiration. This led him to the place where perhaps he should have begun—at Inland's existing factory which produces similar products to that which would be produced in the new plant. The insights gained from conversations with the employees that worked within the factory gave a new direction to the design and finally firmed into sketches on a Wednesday between 11 and 12 p.m. Sketches were completed by 4 a.m. the next morning, and were presented to Mr. White at 7 a.m. at the Northwestern Railroad Station as Mr. White was about to board a train for Chicago. Mr. White said that this at last was what he was looking for, and that the Architect should proceed to develop the design.

Wenzler returned to the office at 8 a.m. Thursday and explained the sketch concept to his three Associates, David Brandt, Michael Johnson, and James McClintock. These three men began developing the design through the morning, and by noon had the basic sketches developed into scale drawings. Wenzler then left for a speaking engagement in Wausau that evening. At 3 p.m. he phoned from Stevens Point and told the office staff that not only were the drawings to be completed, but also a scale model must be prepared. All of this material had to be ready by Friday noon to present to the Executive Committee of Inland Steel Products Company.

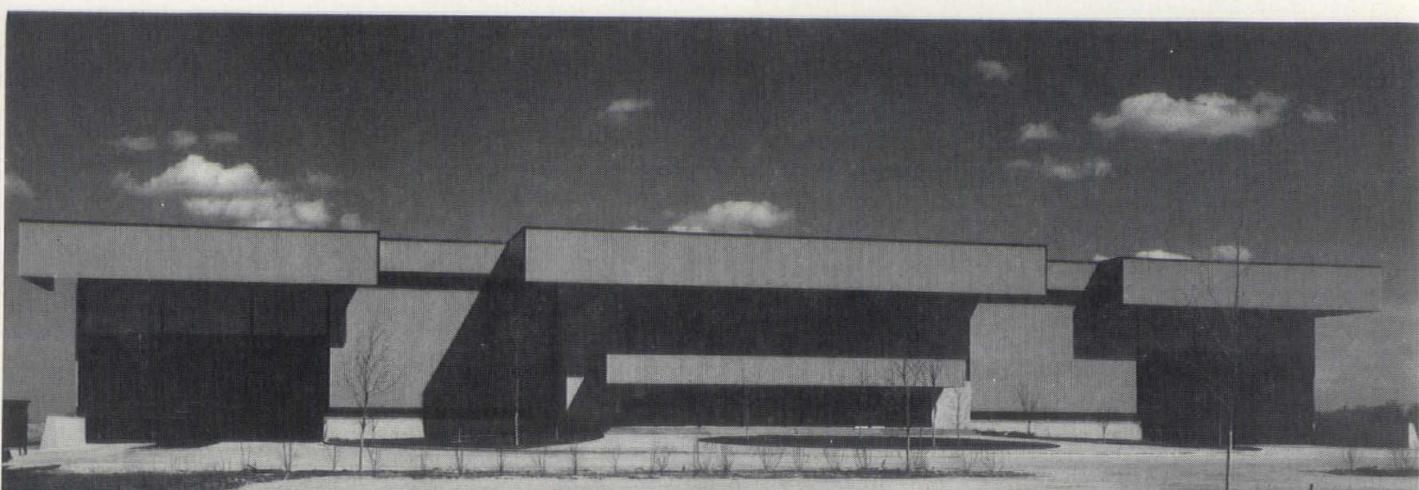
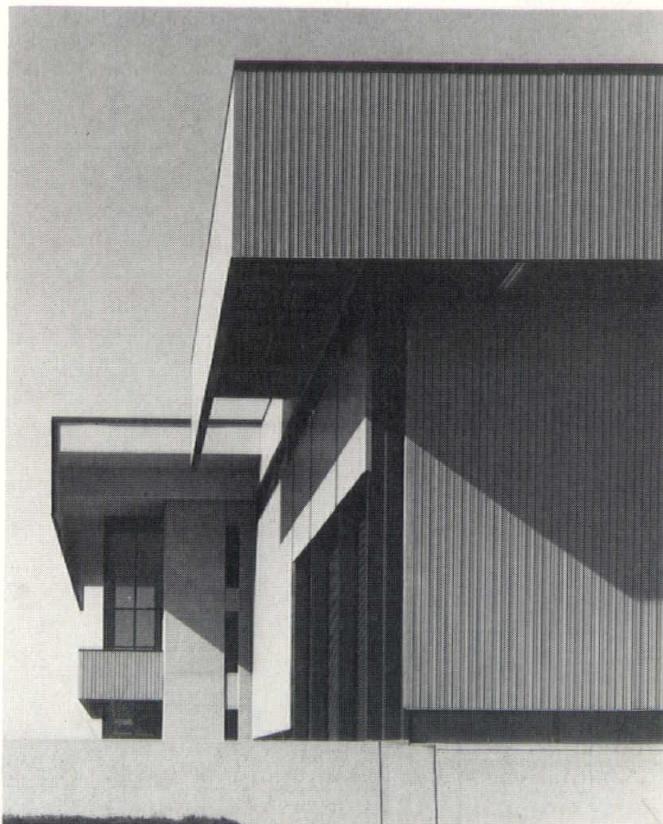
Wenzler gave his talk in Wausau at the High School Art Workshop that evening, returning to the office by noon the following day. He found that his staff had all of the drawings, including perspective studies, and the scale model completed. To accomplish this, the three men had worked around the clock from 8 a.m. Thursday morning until noon Friday. The only break they took was time out for a soft ball game with the Brookfield Volunteer Fire Department.

With the office reeking with the spirit of cooperation and teamwork that manifest architecture in its truest form, the finished materials were taken by Wenzler for presentation to the Inland Executive Committee, and were accepted immediately. The ground breaking was held the following Monday, and excavation began on schedule. The accepted designs were developed concurrently with the actual construction of the building and completed in accordance with the originally projected schedule.

#### Jury comments

This industrial plant is very simply executed and has an excellent plan and master plan. The exterior is simply expressed. The elements that become difficult to handle in other similar problems have been made a part of the aesthetic value of this solution. It shows that very simple materials can generate high quality. It also avoids the very difficult problem of many factory buildings which separates the office part and the factory part and gives different architectural values to each. It integrates office and factory into one complete whole and gives it an appropriate character for the entire building. This is the type of building, industrial, that plagues the American landscape. However, this solution becomes an asset. This is an example of how a simple material is made noble. This building is consistent in its application of details and the use of materials.

*Honor award: Inland Steel Products Company*



# Merit award

## Brookfield Evangelical Lutheran Church

### Architects:

William P. Wenzler — Architect and Associates, Inc.,  
Brookfield

### Owner:

Brookfield Evangelical Lutheran Church, Brookfield

### Consultants:

Plumbing: Lubenow & Gobster

Heating & Ventilating: Holland, Beskeke & Kurtz

Electrical: Dolan & Dustin

Acoustical: Bolt, Beranek & Newman

### General Contractor:

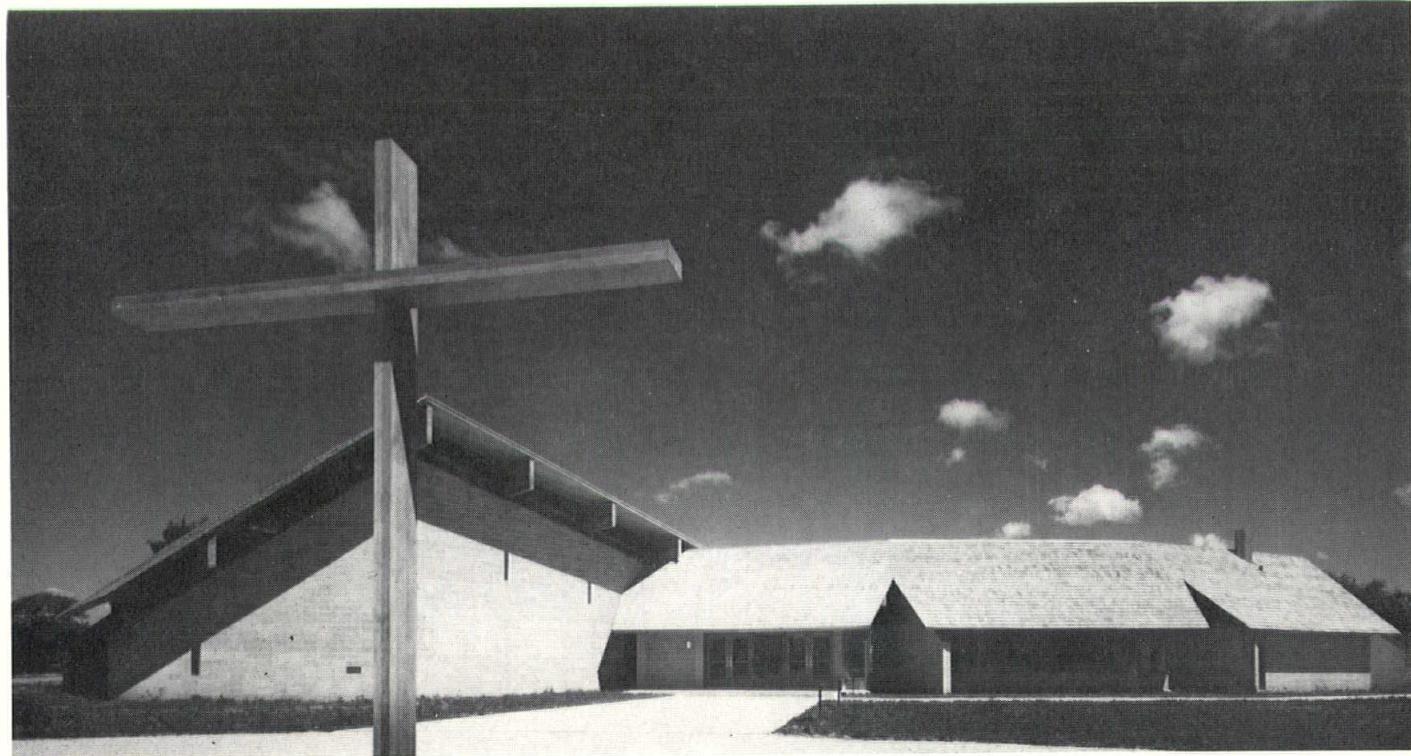
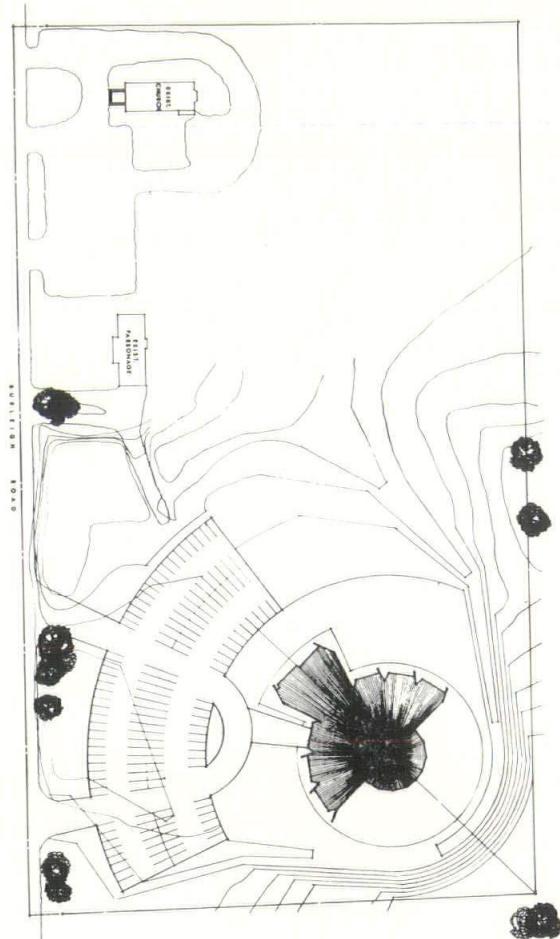
Oliver Construction Co., Oconomowoc

### Photos:

Robert A. Dorn, Cilento Studios, Inc.

### Problem and Solution

The building is situated in a rapidly developing suburb which is part of the metropolitan Milwaukee complex. The needs of the congregation were forcing a building program that stretched the building budget beyond the preferred limit. The site consisted of a low, swampy area which required special foundation considerations and their accompanying costs. All of this dictated a building for \$13.00/sq. ft. Obviously, therefore, economy of construction was the foremost consideration.



From this grew the selection of concrete block for all walls and partitions, polished concrete floors, and laminated wood roof structure. The building is conceived so that additional class rooms can be added in the future, eventually meeting the needs of an eight grade parochial day school.

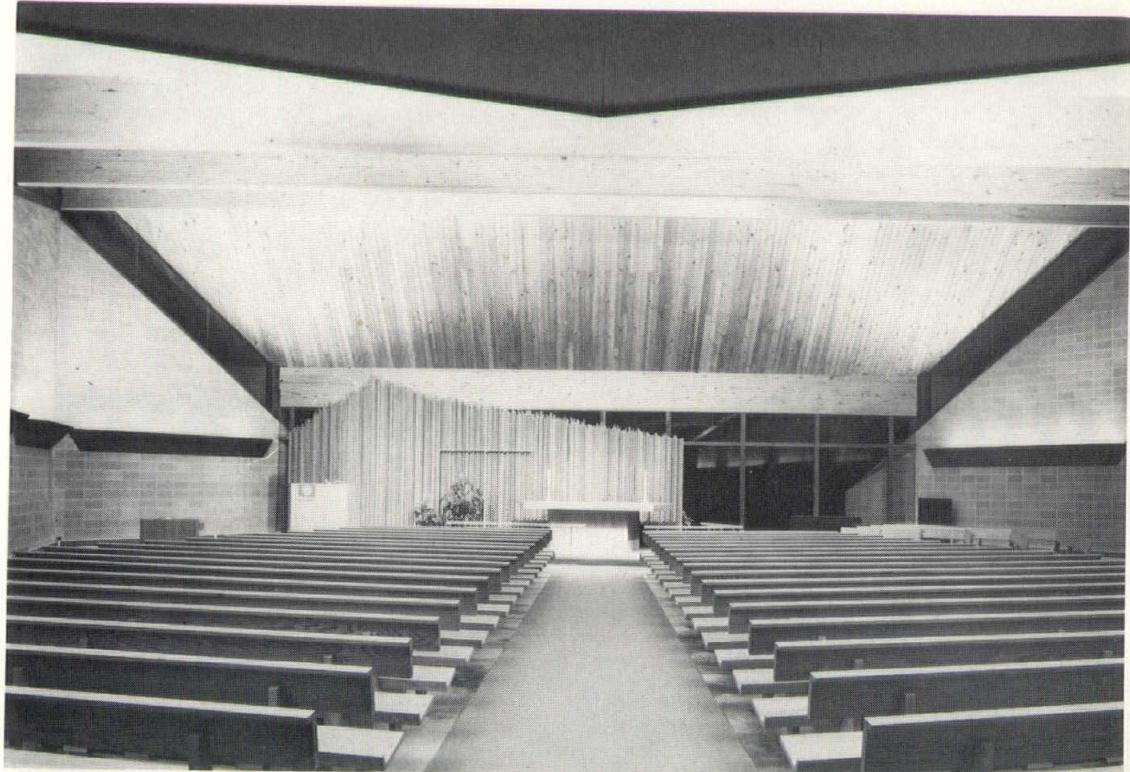
Many of the normal church-type requirements were part of this program . . . the sanctuary had to overflow into the fellowship hall for special holy day services, etc. The building was conceived as one design, in contrast to the frequent solution where a worship space is designed in a more "holy" style than the balance of the building (class rooms, assembly halls, kitchen, offices, service areas, etc.) which frequently appear as entrails around it.

The design attempts to reflect an understanding of the faith where all elements of life are equally holy.

For this reason the fellowship hall reflects the shape of the individual class rooms and offices, and the entire design attempts to take on a character of secular life in the mid-sixties.

#### Jury comments

The plan indicated a solution which could have resulted in great excellence had not the two minor elements been made symmetrical in the total composition. However, it is understood by the Jury that the project at this stage is incomplete, and its completion would actually enhance the quality of the entire project. The directness of material and the having no fear of using concrete block, plain concrete block, and wood produced a quality in the building which gives strength to the simple solution. Again, out of simple materials, which perhaps have, in the public mind, no status symbol, noble results can be achieved.



# Merit award

## Fox Point Recreation Pavilion

**Architects:**

*Losch-Haeuser, Inc. Architects, Milwaukee*

**Owner:**

*Village of Fox Point*

**General Contractor:**

*Bob Schulz and Sons, Milwaukee*

**Problem and solution**

A suburb requires a recreation pavilion in its major park. It is used for sports in season during spring, summer and autumn and for skating in winter. The park activities will be sheltered by the pavilion. The building is rectangular in plan with a roof structure which gives it a definite identity to the exterior and provides a large, high, central area for large group activities. The unique form of these trusses and their spaced column supports was expressed in the design of the pavilion to be a symbol to the community of an informal, colorful recreation type structure. It was designed to "read" as architecture for enjoyment.

**Jury comments**

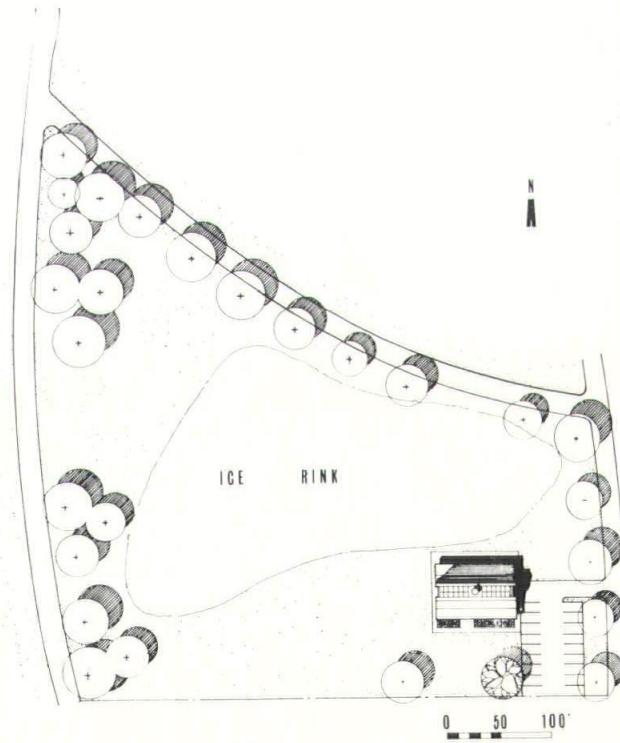
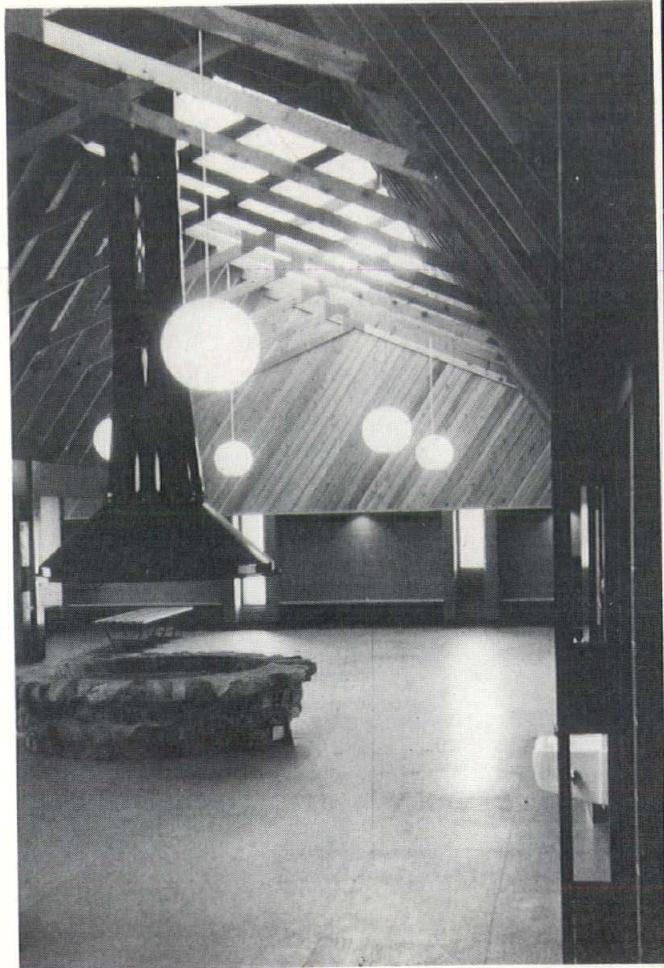
We recognize the fact that an attempt was made to create a building which fits into a park. The interior has a life of its own which is vital, fresh, direct, simple and honest. The Jury responded to the fact that other park shelters have overstressed the rustic quality where this does not. The use of steel and wood has been married in a nice way. There is symmetry in the plan which does not reflect fully the kind of informal life that would occur inside and outside. The question is why the building is even directional. This building has a fine quality of life and space. This was done with a very difficult budget, but was created as a very commendable solution.

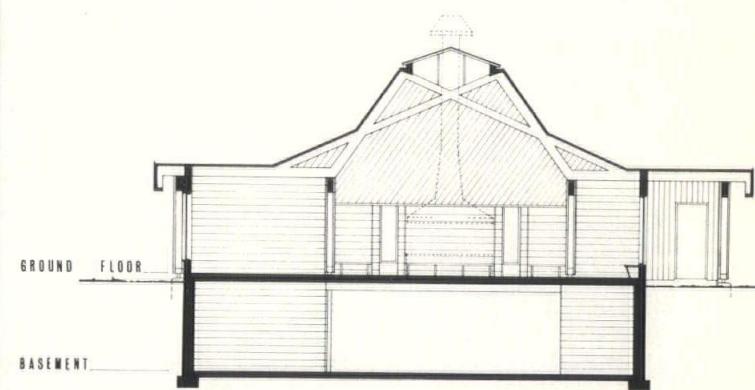
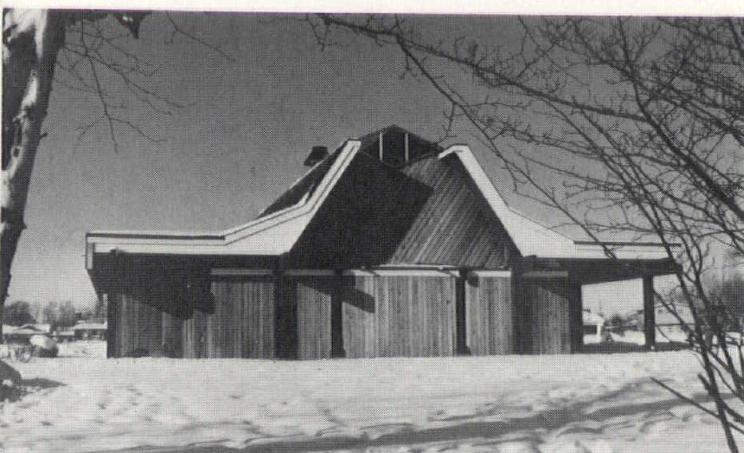


*Charles Haeuser*



*William Losch*





# Merit award

## Lake City Bank

**Architects:**

*Peters and Martisons Associates, Madison*

**Owner:**

*Lake City Bank, Madison*

**General Contractor:**

*Vogel Bros. Building Co., Madison*

**Consultants:**

*Structural: Arnold and O'Sheridan, Madison*

*Mechanical: Mechanical Design, Inc., Madison*

*Landscape: Hugh A. Dega Associates, Madison*

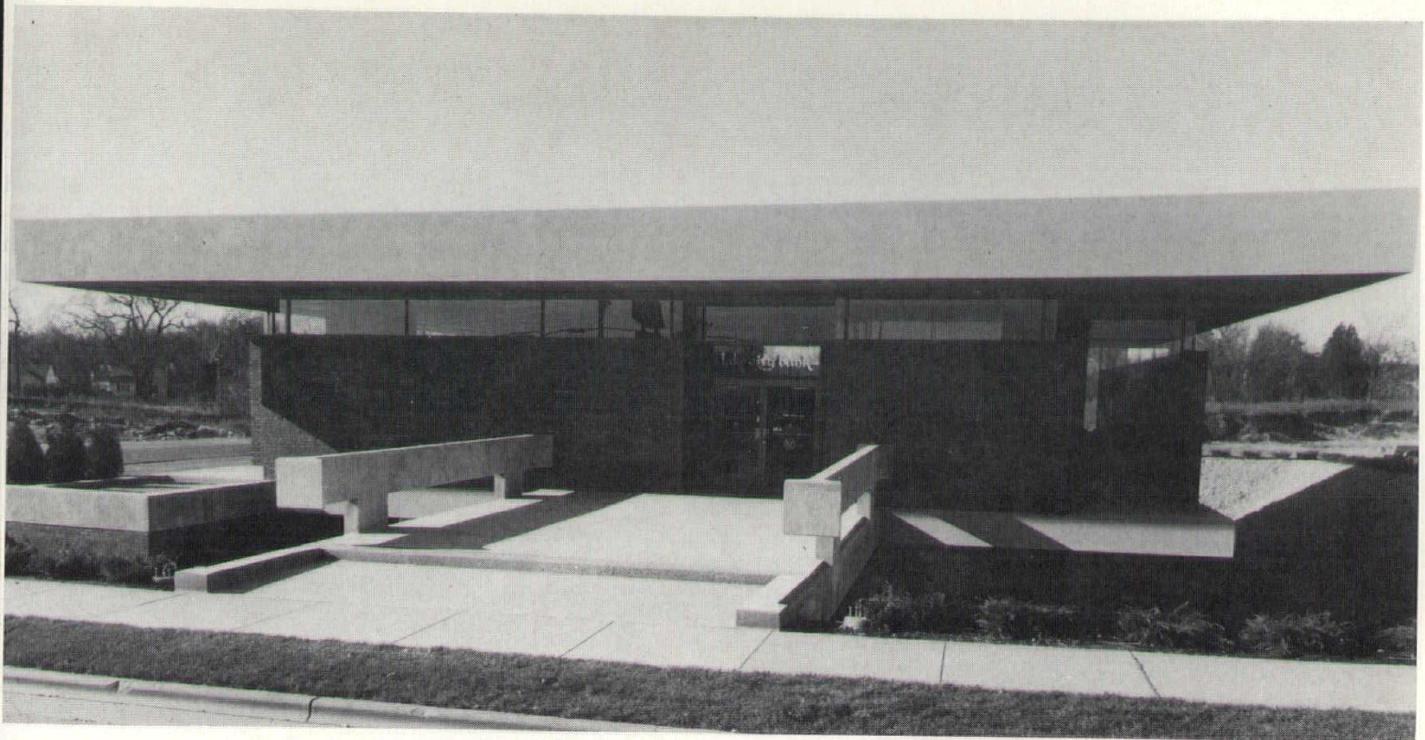
**Problem and solution**

Provide banking facilities for a newly developed residential and commercial area. Since the site itself was already at basement level in relation to the street, it was conceived that a two-story building be constructed with major facilities at the street level and minor facilities at the lower level. Access to the building is achieved by means of two bridges, one at each the front and rear entrances. These form a strong axis of circulation to which major banking facilities relate. To one side of this implied aisle is the clerical-bookkeeping area and to the other is the general office area. In the center is an area for public use in which transactions are prepared.

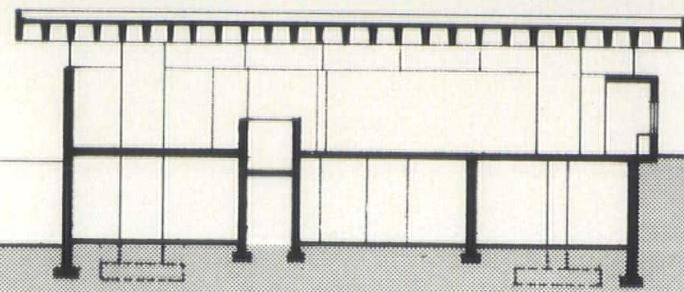
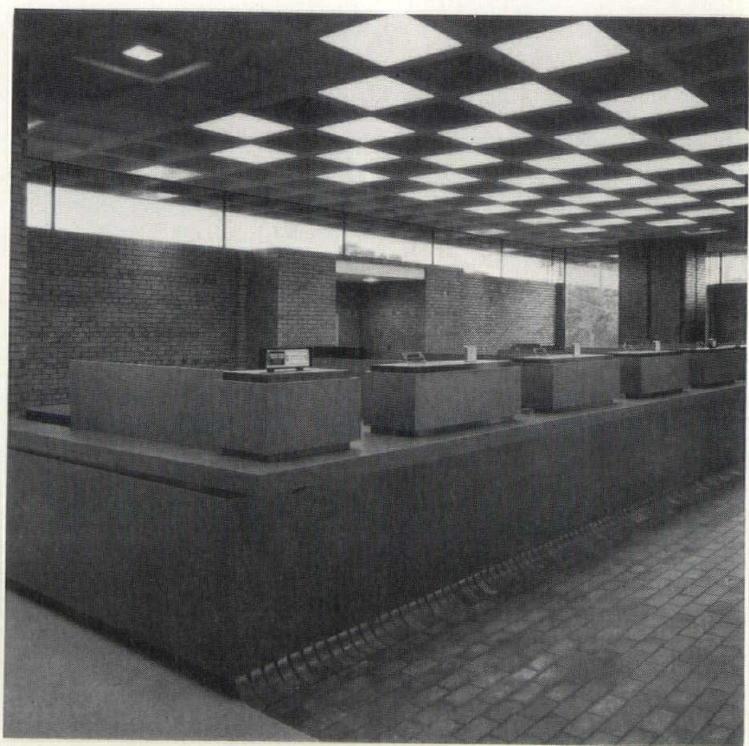
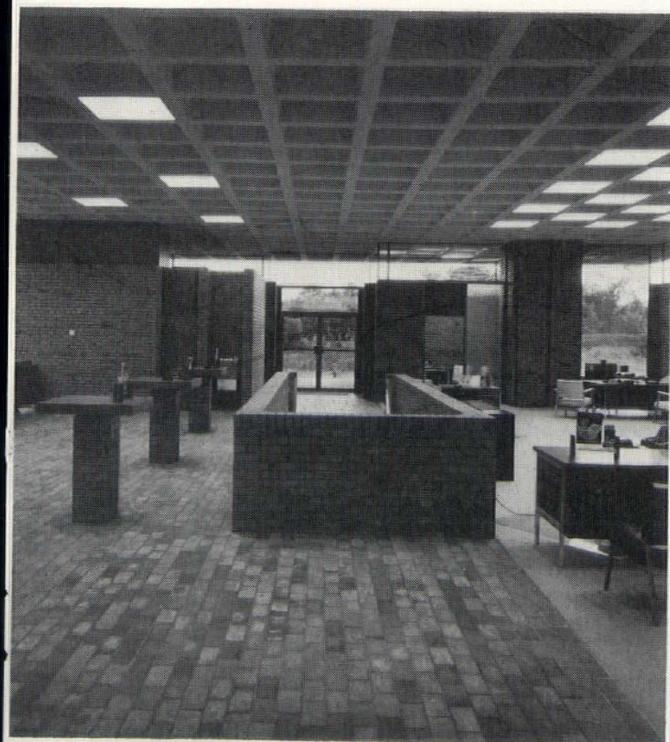
**Jury comments**

This building is a small bank whose major quality is the direct use of materials, especially in the interior. The simplicity of the interior is very disarming and very successful. Unfortunately, the same simplicity has not been fully exploited in the exterior treatment of the buildings and in the site plan. The massing of the exterior was not fully resolved.





*Photos by William Wollin, Madison*



# Merit award

## West Washington Avenue Pedestrian Overpass, Madison

### Architects:

Weiler, Strang, McMullin and Associates, Architects,  
Madison

### Owner:

City of Madison

### Associate:

Warzyn Engineering and Service Company, Madison

### General Contractor:

Vogel Brothers Building Company



Joseph W. Weiler



Allen J. Strang



Roger E. McMullin



Robert I. Anderson



Gunard E. Hans



Walker L. Patton

### Program

The problem was to design a pedestrian walkway across a heavily traveled boulevard which would handle the varied type of pedestrian traffic anticipated with the completion of a high-density urban renewal area, immediately adjacent to the north and leading to a park and lakefront bathing on the south. The incline must be gradual enough to allow for everything from mothers with baby carriages to elderly citizens from the adjacent public housing. The land taken up by the structure must be kept within reasonable limits. The silhouette must be low enough not to block a magnificent view toward the State capitol at one end of the boulevard, yet high enough to allow for heavy truck traffic.

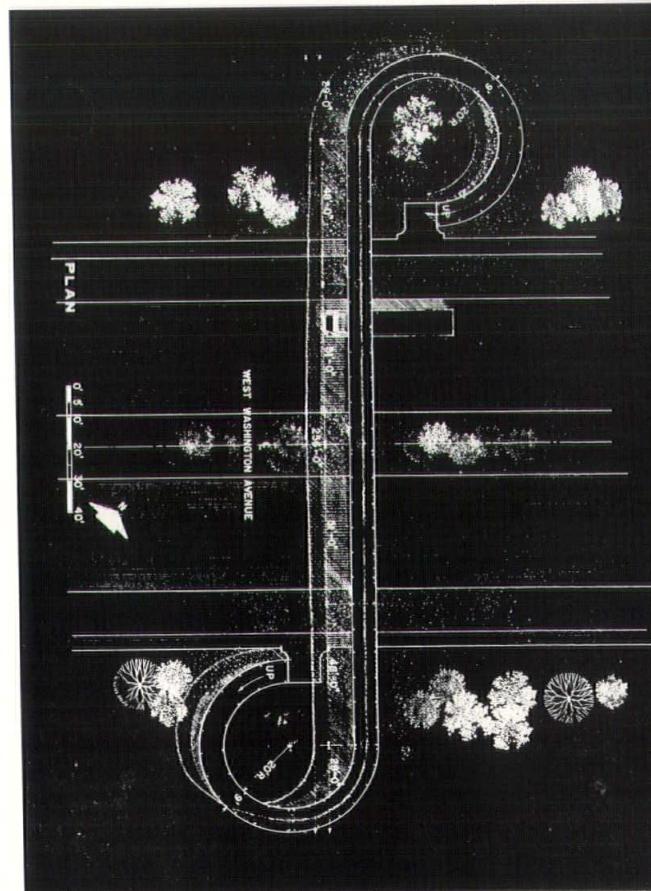
### Solution

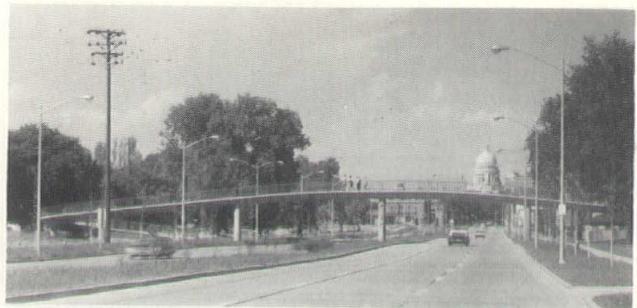
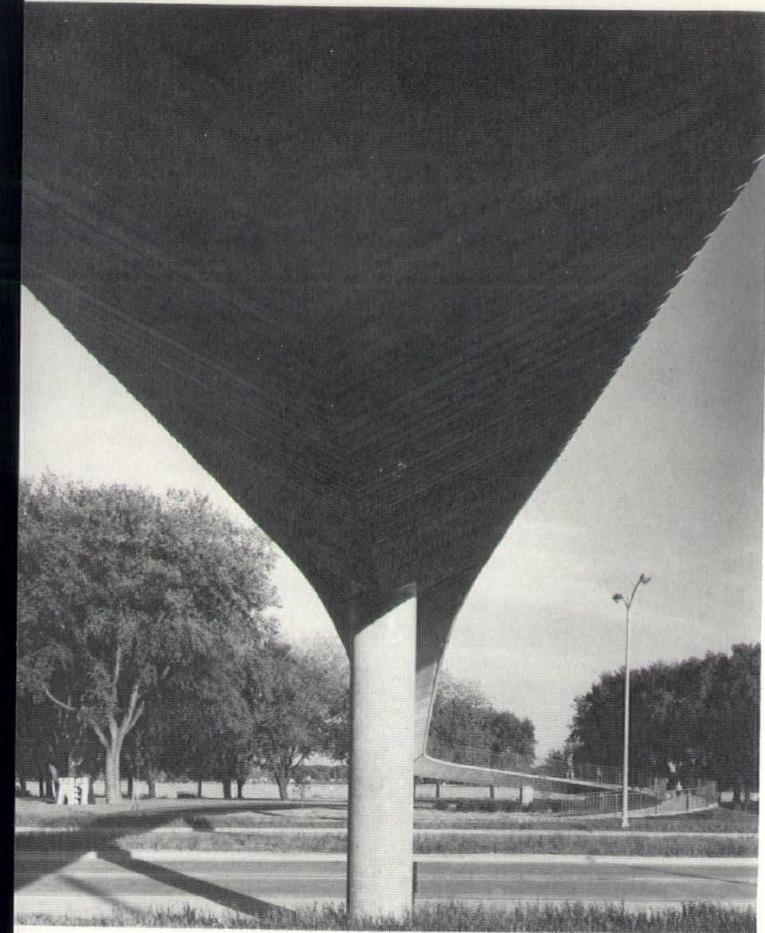
The solution presented represents an effort to design an overpass that would be not only functional, but also beautiful. The decision to use reinforced concrete in lieu of precast concrete or steel was predicated upon that material's inherent plasticity. The Architects feel they have exploited this quality by use of the reverse spiral plan and graceful arched elevation. In order to obtain a lightness in form without losing strength for the long spans, the Architects have chosen a triangular cross section for the structure. This has provided depth at the center of the section where needed and a tapered edge for lightness. Special form boards used on the underside of the structure produce a rich texture and further exploit the plastic quality of concrete. Selection of round columns was made not only for economy's sake, but because the minimum silhouette of this shape is least distracting from the sweep of the skyway itself.

### Jury comments

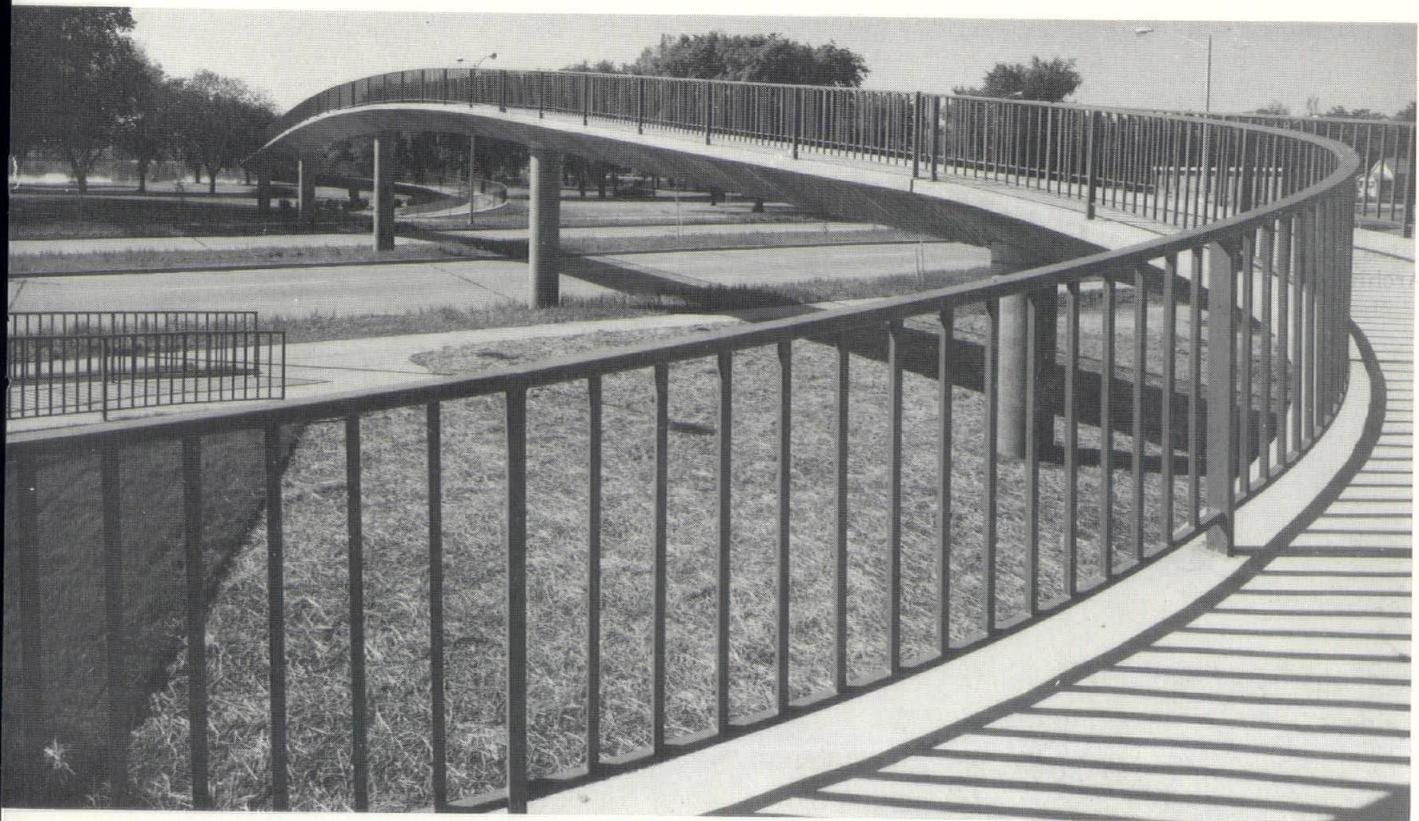
Award has been given to an overpass which the Jury felt was done gracefully, simply and elegantly. It is encouraging to find Architects working in this area, and we would encourage the continuation of this

kind of interest. Our cities sorely need attention in this area. The Jury has dealt clearly with the form and quality of the project itself and not its relationship and linkage—and not whether it is appropriate from a planning point of view. The Jury felt the owner should be cited for considering architectural services for this kind of problem.





Photos by William Wollin, Madison



# president's report



*John P. Jacoby  
President*

The Institute sponsored "Operation Grassroots" was held recently in St. Louis for the central section of the country. Newly elected Chapter and Section Presidents and Vice Presidents participated in the two days of conferences and one evening session. Officers of Components from Canada to the Gulf of Mexico were present.

The purpose of these conclaves is many-fold. Officers of the Institute, the Commissioners and Institute Staff presented a very complete picture of activities and programs of the A.I.A. to explain what is being done and what is expected to be done. The meetings were set up as "workshops" to afford full participation by the newly elected Section and Chapter officers. Through this review and discussion of all current A.I.A. activities and projects by the members most vitally involved in their origin, their progress and finally their culmination, we could not help but learn. We all should appreciate the efforts of these men, who as active practitioners and leaders in our profession are so willing to give almost full time to programs and projects for the benefit of all of us. We should take full advantage of their generosity by keeping up to date on the documents, publications and reports which are available. This can be done by reading the Memo and the A.I.A. Journal regularly.

The production of the Commissions and Committees are numerous: broad A.I.A. insurance coverage, revised documents, leadership in Architectural design, better office procedures and techniques, the

current educational research project, liaison to Government and related organizations, cost of service survey and general advancement of the profession. This is a general definition of activities that does not begin to illustrate the ever broadening scope of involvement.

A long evening session brought a full explanation of the new language for the indemnification clause in the General Conditions and gave us an opportunity to question Institute attorneys, representatives of the Insurance Industry and the A.I.A. representatives who actually participated in the negotiations. At least, better insight into the why and hows were attributed to this stimulating four hour discussion. No one left feeling he now was an expert in documents. However, the tool of basic knowledge was available.

A very valuable experience was the exchange of ideas and information with officers of Chapters in other parts of the country. After several conferences and coffee break discussions, it soon became apparent that most of the Chapters have the same goals and share the same problems. By co-operating with other Chapters, we can also share in the successes.

The "Workshop" discussion periods should be encouraged at Section and Chapter levels. Many of our Chapter Committees are producing very well and in order to bring the results to our Members our Chapter Vice President, Larr Bray, is currently working on a method to set up workshops for the Wisconsin Chapter.

#### **REWARD OF IMPATIENT PATIENCE!**

Wisconsin Architects Foundation was notified from Madison by telephone on March 9 by the Ad Hoc Committee to issue the following statement:

At the meeting of the Coordinating Committee for Higher Education on March 9 in Madison, the Committee unanimously passed, and therefore ratified, the resolution presented by the Subcommittee on Plan and Policies, to establish a professional School of Architecture at U.W.-M. consisting of a six-year (4 + 2) program leading to a degree of M.S. in Architecture. An unprofessional degree of B.S. in Architectural Studies will be awarded after the first four years.

State Universities which can offer, or are offering 2-year pre-professional architectural programs, such as Eau Claire, Oshkosh, Stevens Point and Stout, will work closely with U.W.-M. to coordinate curricula and insure transferability of credits earned at State University campuses to the U.W.-M. program. Also authorized was a 3-year, rather than a 2-year feeder program, at Platteville which will emphasize that institute's strong engineering curriculum.

The staff of CCHE and the University of Wisconsin Legislative Counsel will now offer a bill for presentation to the Wisconsin Legislature which will then follow the usual legislative procedures.

Assuming passage of the bill in the current legislative session, course work in the third year level will be initiated in the fall of 1968. Students could be drawn from the State Universities and U.W.-M. if they have had two years of prearchitectural training. Work at the graduate level will begin in fall of 1970, and the first degrees of the complete program will be granted in spring of 1972. Programs for technician training in vocational schools will also be developed.

● *Discussions are presently under way in the National Architectural Accrediting Board to find a means of interim accreditation between the time the first students graduate and the minimum time that a school formally becomes eligible five years later. This is a situation common to other new schools.*

#### **ART CITATION**

A large oil landscape entitled "Highwayscape" by Robert Burkert was selected for citation by Wisconsin Architects Foundation at the 53rd Wisconsin Painters and Sculptors Annual Exhibition at the Milwaukee Art Center. Mr. Burkert, an artist who has received wide recognition, is Associate Professor of Art at U.W.-M. A photograph of "Highwayscape" will appear in the May issue of *WISCONSIN ARCHITECT* along with Mr. Burkert's background and credits. The painting was selected for \$100 citation by Messrs. Sheldon Segel and Harry Bogner, Officers and Directors of the Foundation.

#### **MABBETT MEMORIAL**

In memory of Franklin Dean Mabbett, A.I.A., Madison, who passed away on February 6, his mother, Mrs. Marie H. Mabbett, of Watertown, Wisconsin, has contributed \$1,000 to Wisconsin Architects Foundation. This magnanimous gift is a touching tribute.

#### **REPAYMENT**

In appreciation of the Tuition Grant provided by the Foundation in 1963 while he was a student at the University of Illinois, H. Stow Chapman has repaid the total of \$400. Mr. Chapman, formerly of Wauwatosa, Wisconsin, wrote as follows: "I have since served on the architecture faculty at Illinois and I am aware that there are several worthy students from Wisconsin who can use similar financial aid. I hope that the return of this money will enable one of these people to continue or initiate the study of Architecture." As a member of Design Environment Group Architects, Mr. Chapman is practicing in Louisville, Kentucky.

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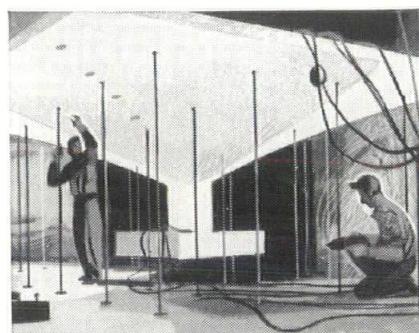
Today's unique concrete shell roofs evidence dramatically how concrete is capturing the imagination of architects—and for that matter, of professionals in every field of construction. □ Yet, the growing appeal of concrete is no mere happenstance. It has been developed by broadening the versatility of concrete, by enabling builders to exploit its limitless potential—by literally "making progress happen." □ Major responsibility for this development was taken on years ago in the U.S. and Canada by the manufacturers of portland cement. While competing for sales, they cooperate for progress. Through their Portland Cement Association, they sponsor a development program beyond the resources of any of them individually. □ Research, basic and applied, conducted in a 10-million-dollar laboratory complex, has enabled concrete to meet the needs of a new era. □ In the continuously changing technology of construction in every field, concrete users

depend on the continuing flow of engineering and technical literature provided—as well as the services of a specialist staff, including 375 field engineers working out of 38 district offices. □ These services are among the many provided by cement manufacturers, without charge, to users of concrete. They benefit everyone in some way every day at work, at home, on the highway.

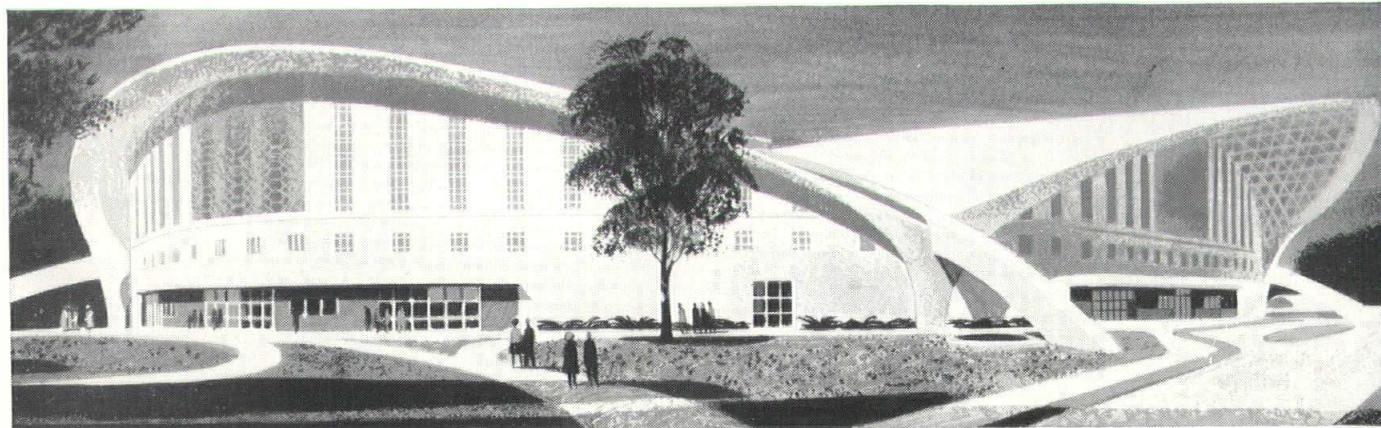
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# producers' council

The members of the Wisconsin Chapter of Producers' Council are busy planning the exhibits for the Architects' Convention April 5th 6th and 7th at the Sheraton-Schroeder Hotel in Milwaukee. This year, Producers' Council members will be grouped together in the East Room of the Exhibit Area on the fifth floor. The wall area in the East Room will be divided in such a manner as to allow for maximum booth sizes and the member companies are preparing new and informative exhibits featuring new products and new building materials systems. Harry Wittwer, Bill DeLind, Claude Gagnon and Jim Detienne, all Producers' Council members, have been hard at work as part of the Convention Committee, assisting in floor layout, physical arrangements and cartage details. This 1967 Convention will be the greatest yet and many people

from local firms should find it easy to attend the activities. Since this is a Regional Convention, some of our national representatives will be present. All in all, we expect this Convention to be outstanding and are anxiously looking forward to April 5th. It is always a pleasure to

exhibit new products, discuss our mutual business and renew old acquaintances with our Architect friends. See you all at the Convention.

*Herb Rother,*  
President, Wisconsin Chapter,  
Producers' Council

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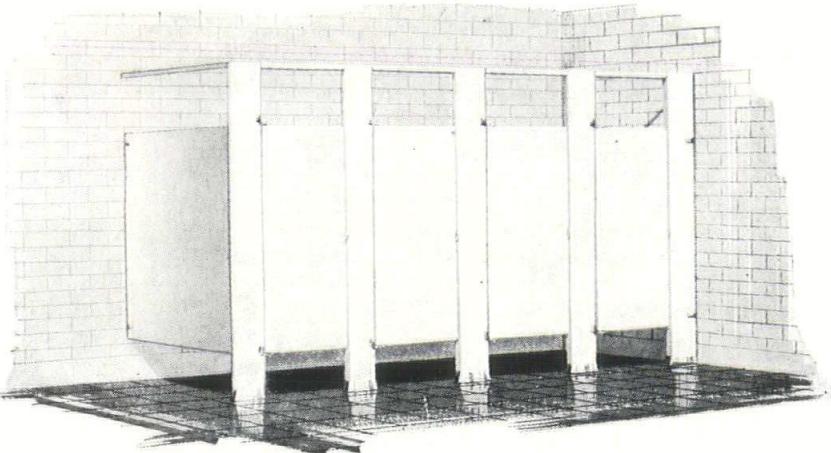
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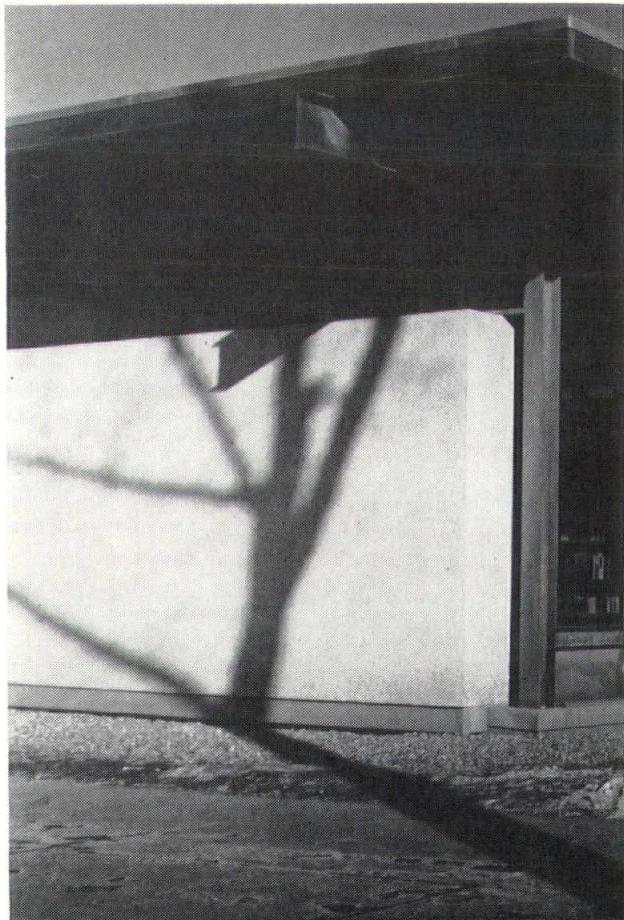
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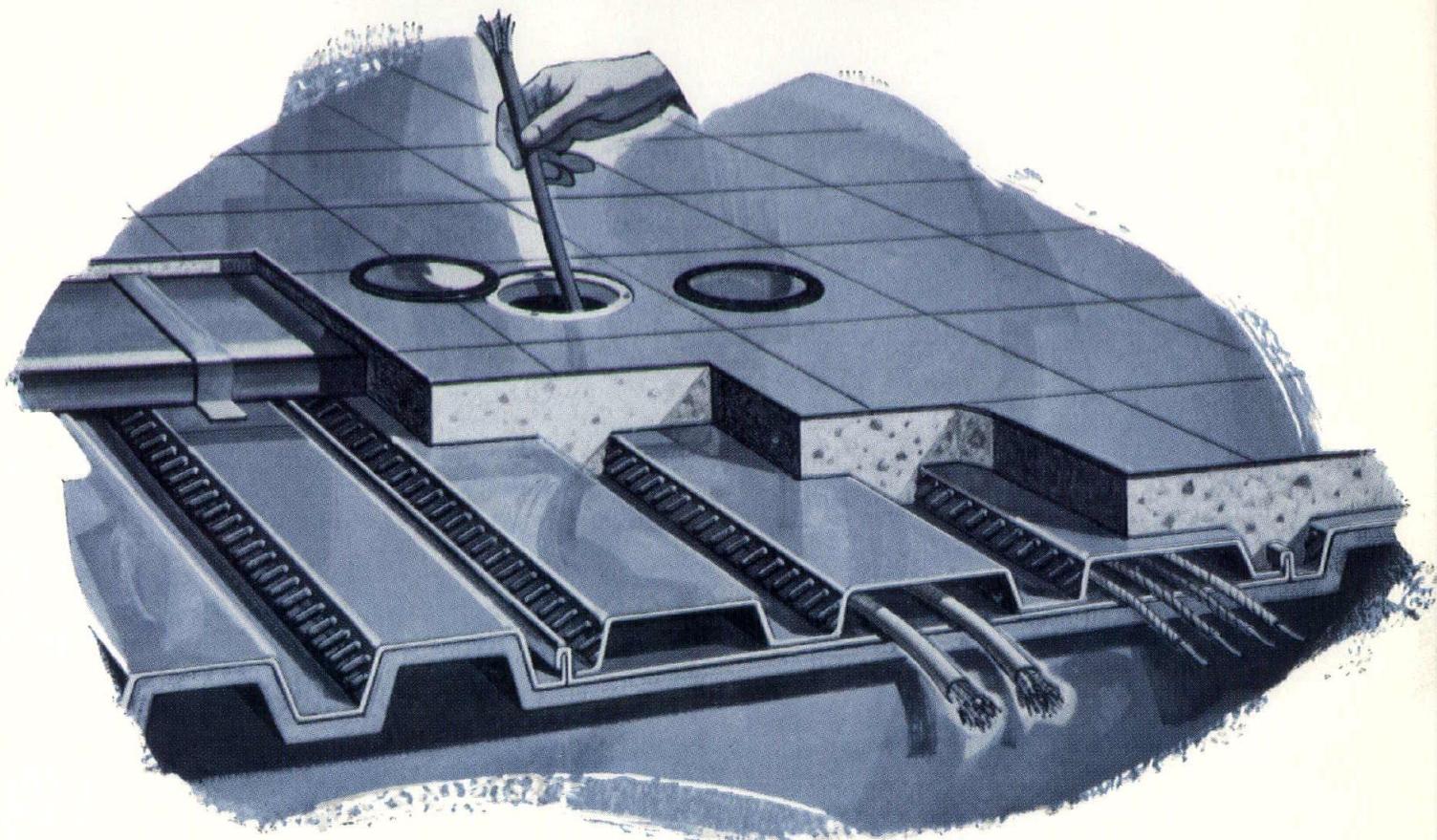
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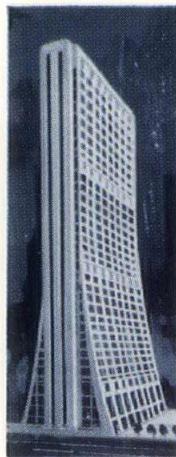
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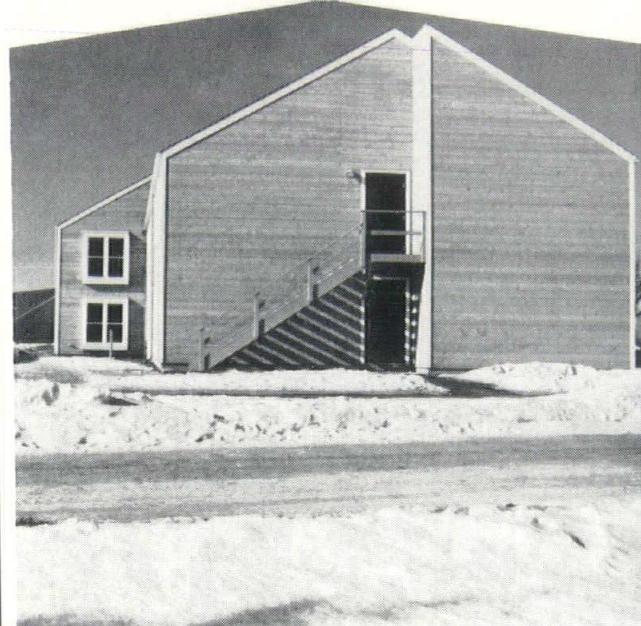
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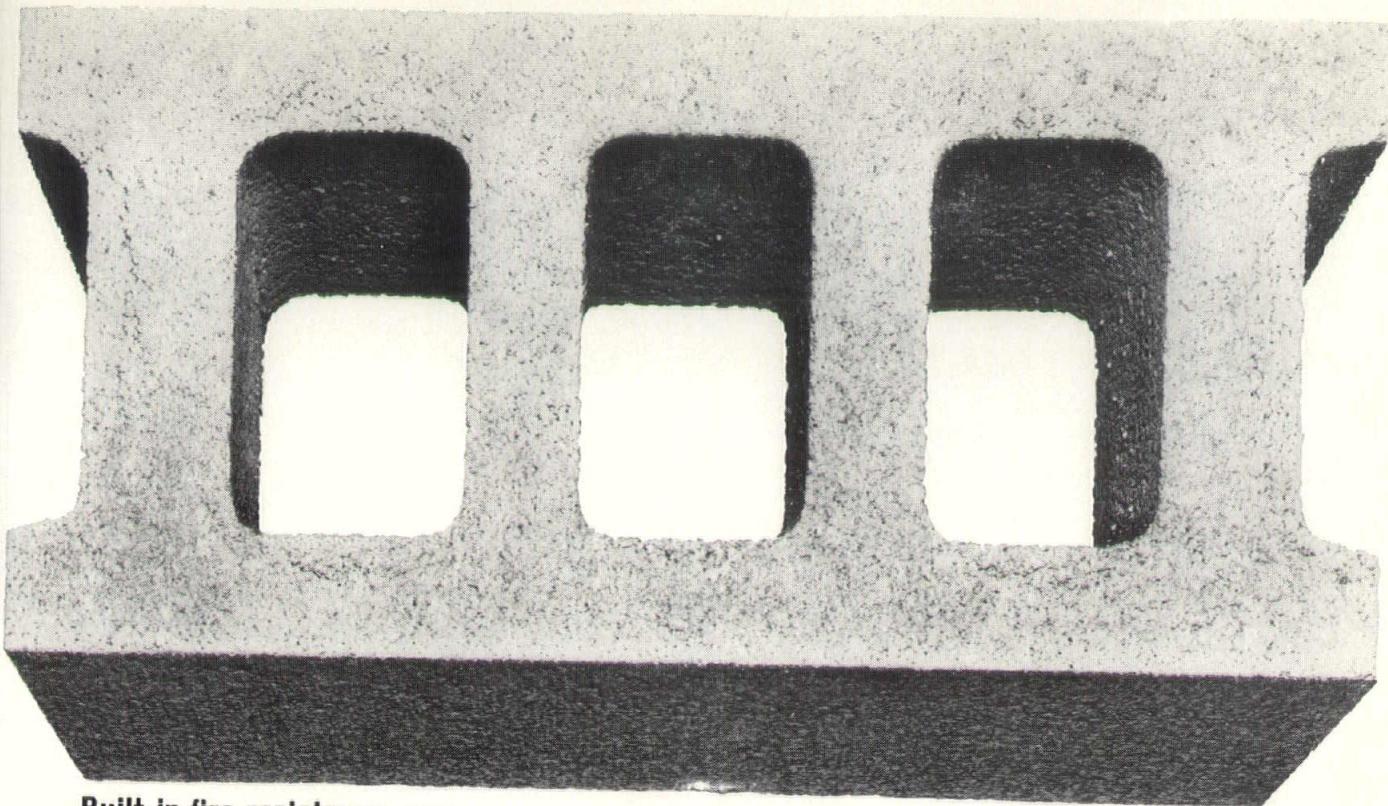


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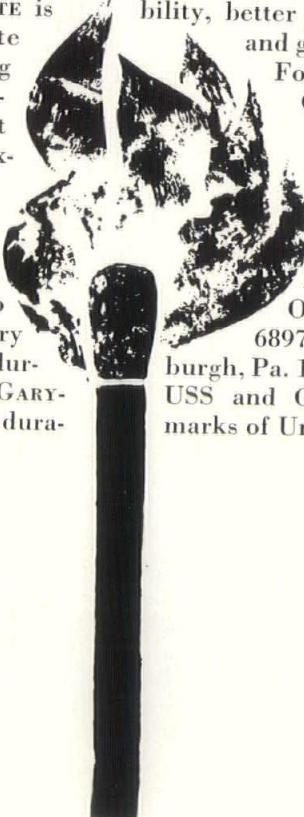
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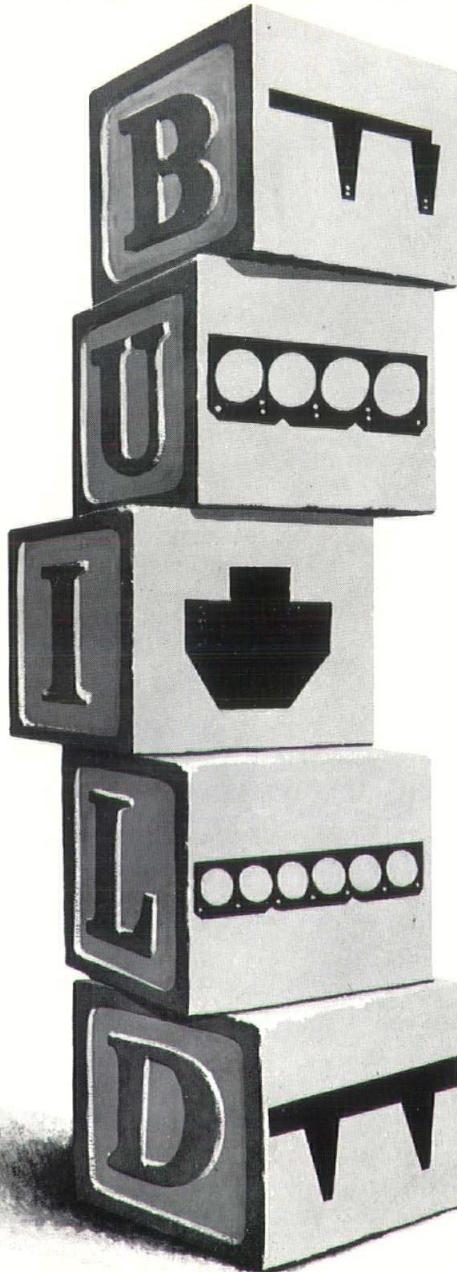
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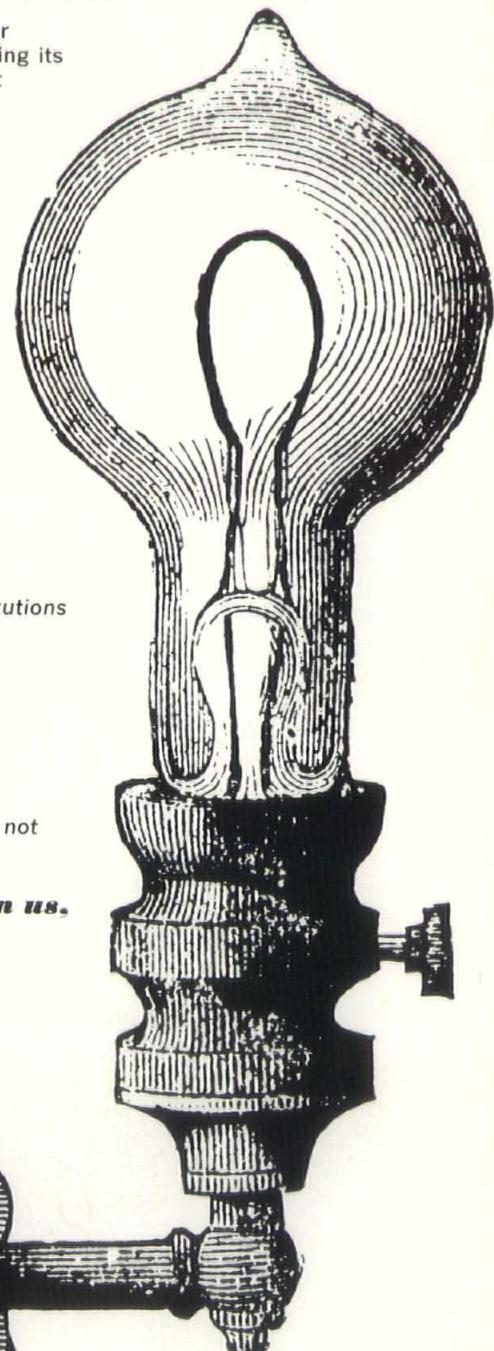
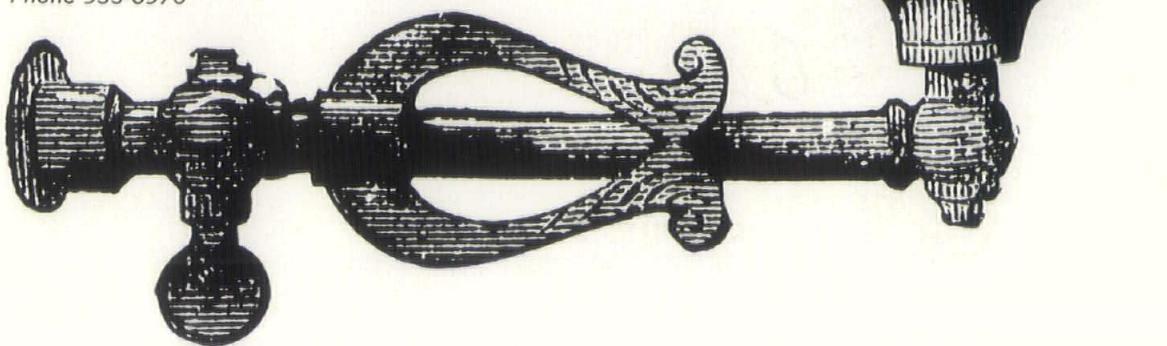
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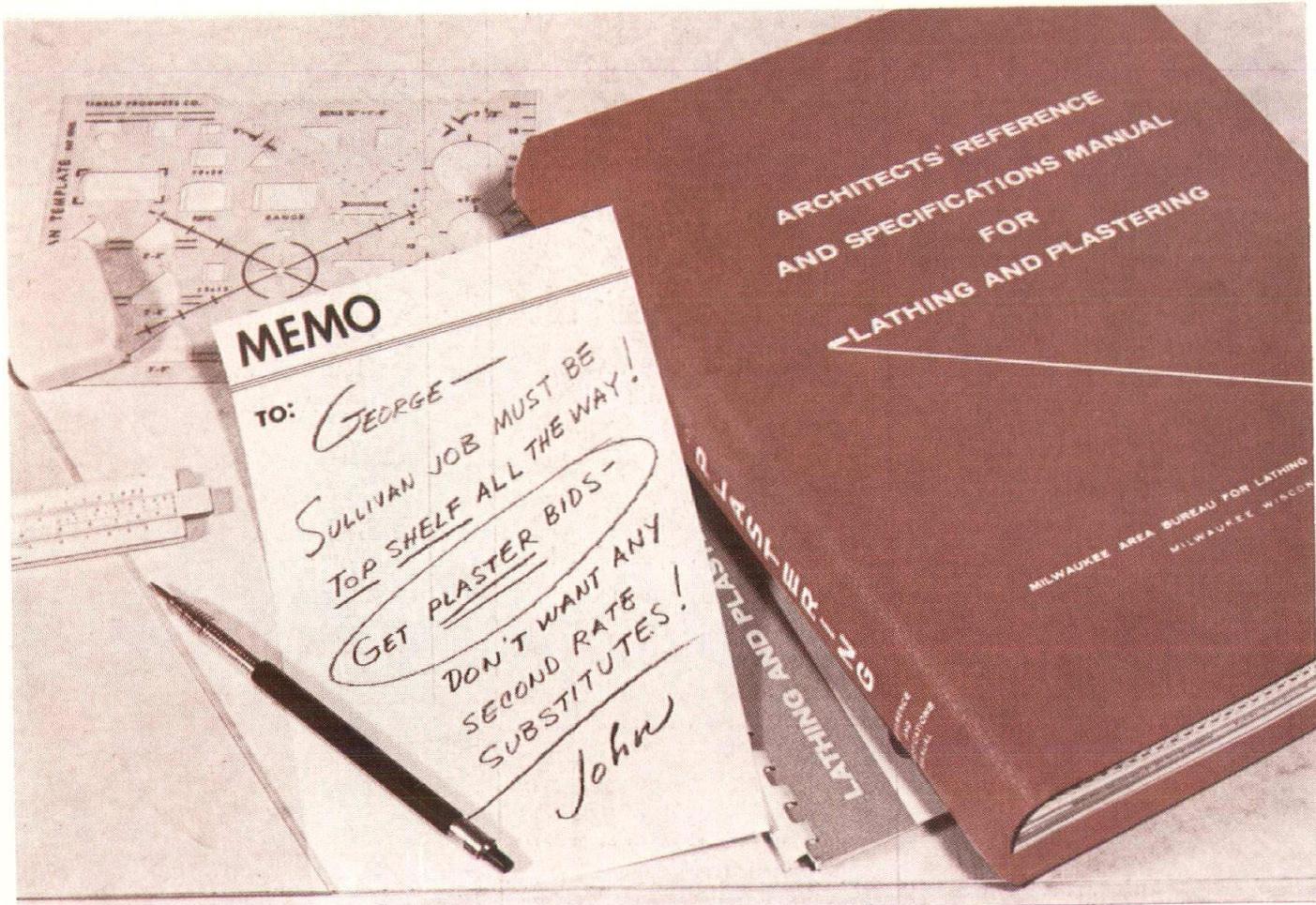
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